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St. Louis
as it is
Today

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**ILLINOIS HISTORY AND
LINCOLN COLLECTIONS**

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St. Louis
as it is
Today

INDUSTRIAL CLUB *and*
ST. LOUIS CHAMBER OF COMMERCE

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The Founding *of St. Louis*

IT was on the evening of February 14th, 1764, that a little band of French pioneers first landed on the west bank of the Mississippi River at what is now the foot of Walnut Street in St. Louis. For many days, patiently fighting the current, they had poled and dragged their heavy craft up the great river from Fort de Chartres, sixty miles below. Wearied by their labors, they slept that night on their boat.

Like the Landing of the Pilgrim Fathers, the coming of this "First Thirty," as they became known in colonial days, proved a milestone which marked the beginning of an empire. For when, on the following morning, Auguste Chouteau led his men across the sandy beach and up the plateau overlooking the river, pointing out to them there a line of blazed trees, the ringing blows of axes soon sounded through the woods, and the building of St. Louis began. Then and there was born the spirit of a community.

The previous year a far-sighted engineer named Laclede had conceived the idea of a permanent settlement in some favorable river location. Searching for the ideal spot, he, accompanied by Auguste Chouteau, explored the Mississippi north and south. And, as the still preserved record relates, "he fixed upon this place, marked with his own hands some trees, and said to Chouteau, 'You will come here as soon as navigation opens, and form a settlement after the plan which I shall give you. For here may well develop one of the finest cities in America, since here are such unusual advantages of location and of central geographical position!'"

Those were indeed pioneer days, days when the European powers, England, France and Spain, contended for a continent. At that time neither cities nor towns existed in all the silent wilderness of the Mississippi Valley. Here and there, hundreds of miles apart, roughly stockaded and scantily garrisoned forts constituted the only outposts of civilization, the sole refuge against Indian attacks. Frontier lines there were none. Life in the New World was a continual struggle for existence.

Other expeditions, French and Spanish, soon sought to overshadow the little settlement of St. Louis. A Spanish fort was built a short distance to the north. Yet so well had Laclede chosen, and so energetically had his followers labored, that these competitive efforts gradually merged with St. Louis itself. Within three years its colonists, by sheer force of spirit, had established valuable fur-trading monopolies with the twenty-eight principal Indian nations, including not only those west of the Mississippi, but also east of the river and even as far north as the Great Lakes. These the English tried in vain for many years to break.



Within five years the fur trade of St. Louis had grown to the amount of \$80,000 annually, a great sum in those days. That trade was the commercial cornerstone, the basis of prosperity. Every year thereafter saw the city's radius of influence lengthen. Up the Mississippi and Missouri crept a line of outposts. St. Louis became the gateway of the stream of migration, the starting point of expeditions in all directions. Some of these were military, establishing forts; some scientific, to explore and to exploit; more were to establish communities, to open commercial avenues. The Lewis and Clark expedition in 1804, opening the Northwest, was one of these. So, too, the Frenchmen of St. Louis paved the way for the American occupation of Louisiana. A branch of the Chouteaus started Kansas City. Robidoux, of St. Louis, established St. Joseph. One of the Menards founded Galveston. A hundred Western cities and towns owe their beginning to St. Louisans.

With the "Louisiana Purchase" in 1803, all that vast stretch of territory which is now the central and southwestern part of this country came into national possession, more than doubling the area of the United States. Meanwhile, St. Louis had steadily grown. Seven years after its incorporation as a city in 1823, its population was 4,977, ranking 44th among American cities. In 1833 it was in 20th position and growing fast.

Missouri became a state in 1821, and, in time, became the central state of all the Union. Two states away, to the south, today, lies the Gulf of Mexico. Two states north is the Canadian line. Five states east is the Atlantic. Five states west, the Pacific. Thus, Missouri, and St. Louis, its chief city, is the geographical heart of the Union, the very center of its life and activities.

1811 marked the appearance of the Mississippi steamboat. Five years later the first steamboat came up the river to St. Louis. For half a century thereafter the river trade grew by leaps and bounds. Just prior to the Civil War this river traffic was at its height. Hundreds of the old-time steamers, their decks piled high with cotton, daily ploughed the Mississippi. The steady, chugging beat of their paddles and the hoarse boom of their giant whistles awoke the echoes throughout the valley. Millions of dollars were invested in the river fleet. St. Louis was at that time the leading city of the West.



On the borderland between North and South, Missouri suffered cruelly from the Civil War, more than one-tenth its battles being fought upon Missouri soil. The great current of traffic, which up to that time flowed north and south, was abruptly broken. The tides of trade turned east and west, served by rails instead of rivers. During the reconstruction period St. Louis temporarily lagged, yet it soon caught the cadence of the shriller whistles and moved on, losing but one rank in the procession of American cities. And today, the sixth largest manufacturing city, St. Louis, with its eighteen trunk lines operating twenty-seven lines of railroad, has become America's second greatest railroad center, with a reborn river traffic greater than ever dreamed possible, and with developing possibilities which only the most farsighted can conceive.



The ROMANCE of the MISSISSIPPI

THE stirring story of the West is so bound up with the historic Mississippi that to tell of the one is to speak of the other. Early in the sixteenth century Spain sent the flower of her hidalgos to investigate the New World. Bold men and adventurers they were, seeking gold and conquest across the Spanish Main. Landing in the West Indies, they fought their way into Peru, and conquered Mexico and Central America. One of them, the restless Hernando De Soto, sailed with an expedition for the North American mainland.

As he marched westward through the trackless wilderness he heard strange tales from the Indians of a mighty river which they called "Missi-Sepe," meaning, in their tongue, "Father of Waters." De Soto hurried on, seeking the river. He found it, and there he died. He never knew that it cut a vast continent in two, or that its sister, Missouri, the "Great Muddy Water," joined it with a flow of thousands of miles. But other adventurers, among them Marquette, Joliet, LaSalle and Hennepin, braving the unknown, later followed the great river's

course from its source to the Gulf of Mexico, taking possession in the name of Louis XIV, and calling all the new land "Louisiana."

The years rolled on. Crude cities sprang up along the river banks. Old St. Louis, founded by LaClede, flourished in frontier prosperity. Quaint New Orleans became the Queen of the Southland and the center of the old French aristocracy. Memphis, St. Paul and Minneapolis began to grow, and, to the west, between the Missouri and the lesser Kaw, began a village which was to become the modern Kansas City. Soon the Mississippi and its tributaries became a vast system of transportation.

Up and down its waters floated the growing traffic of a continent. Long before the coming of the railroads, the river boats carried slaves and statesmen, travelers and planters, good men and evil, with all their goods and trade. Rafts and flatboats swam the great waters, carrying the products of Northern farms to the waiting ships of New Orleans. On these rafts, as a young man, traveled the immortal Abraham Lincoln with his loads

of logs and rails, cut by his own hand.

In the famous battle which closed the War of 1812, New Orleans made good use of the Mississippi in repulsing the British; and again, during the Civil War, long held with it the Key to the Confederacy, until overpowered by Northern fleets. Vicksburg, too, used it effectively in warding off the onslaughts of Grant's army through the bitter struggles of the '60's.

As river trade grew, there grew with it the vivid history and traditions of the Central United States. To pilot a river boat became the dream of many a boy who lay beneath the willows and watched the river flow by. And down from Hannibal, Missouri, came that great humorist who gave to the world the Mississippi's matchless literature, whose name is a monument to its life and story — the beloved Mark Twain, river pilot.

Later, when the Mississippi Valley turned its attention to industry and its cities had become large and prosperous, the most recent chapter in the romance of the Mississippi was written. Vast levees were raised to protect the river's banks. The Keokuk Dam was built, furnishing electric light and power for hundreds of miles around. And so, at last, the great river itself, the "God of the Algonquins," was harnessed and put to useful work.

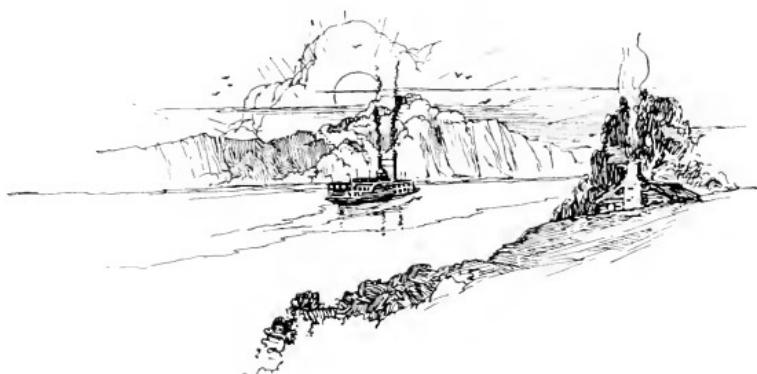
Where once crude ferries plied, giant bridges of steel now cast their spans over the Mississippi at St. Louis, connecting East and West. Across modern government and municipal docks at its waterfront, served by a great fleet of

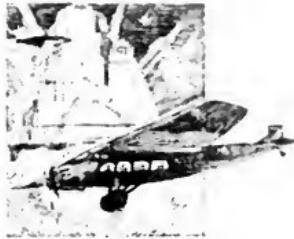
government barges, are now annually transported the equivalent of 50,000 carloads of merchandise. Much of this is for shipment to foreign countries by ocean steamships from New Orleans. Thus the Mississippi gives the inland city of St. Louis the advantages of a seaport, and so, in modern times, it has revived the glory of pre-war days.

Trade to the north, extending to the headwaters of the Mississippi, at Minneapolis and St. Paul, is also afforded through barge lines which carry upriver the coal of the near-by Illinois mines and bring back wheat and ore and a thousand items of commerce. And, from the west, the broad Missouri bears onward its burden of freight and traffic to the waterway of the Mississippi.

Splendid passenger and excursion steamers from St. Louis today churn the wide stretches of the Father of Waters, bringing to the traveler and pleasure seeker endless vistas of beauty and scenes of historic interest, and affording water trips of true delight.

For the better utilization of the natural advantages offered by the great central drainage basin of the Mississippi and its tributaries, and to effect flood control, the United States Government has recently voted an appropriation of three hundred and twenty-five million dollars. The benefits of this huge expenditure will be incalculable. Not only will the direct objects of the project be permanently attained, but the spending of this national fund will be, for years to come, a factor in the maintenance of prosperity throughout this territory.





ST. LOUIS *as it is TODAY*

Rich though it is in historic lore, St. Louis, now a solid and substantial metropolis, is of even greater interest today as a modern American city, full of the vigor of the West. Few can equal it in attractiveness, or as a place in which to live and work and play. Every advantage of health, climate, accessibility, convenience and enterprise is here. Every modern development—civic, commercial and social—is present. Schools, hospitals, living conditions and recreational facilities—all are noteworthy. An old city with new ideals, its remarkable progress in recent years has more than ever marked it out as a City of Destiny.

The foremost city of the Mississippi Valley, and the largest between the Great Lakes and the Pacific Coast, St. Louis offers the advantages of modern metropolitan life, with all its exhilarating stir and

sparkle. Its immediate urban population is about 875,000, but in Greater St. Louis, including its natural suburbs, live more than a million and a quarter people. Unlike many cities, St. Louis has never known periods of boom or of depression, for its growth has been sure and steady from the beginning. Thus its industries, too, have steadily grown, and its people have generally prospered. Its diversified business interests are the best possible guarantee of continued prosperity, and of steady employment for its workers.

Rising westerly from the river front, St. Louis and its environs stand on rolling ground, high above water levels. The main business and shopping sections center in an area near the river, with the residential districts spreading like a fan for miles to the north, the west and the south. Continuing



ST. LOUIS—A GOOD PLACE IN WHICH TO LIVE, AND WORK, AND PLAY



Sketch of New Municipal Plaza

along smooth boulevards beyond the city limits are beautiful suburbs containing thousands upon thousands of attractive homes, of every conceivable type and architecture. Here, too, farther out, among the hills and valleys, are a score of charming country clubs. Just across the river from the downtown heart of the city is East St. Louis, a manufacturing city of some 75,000 people. Other manufacturing sections, segregated from those devoted to residential purposes, are laid out in districts especially favorable for industry.

Some four miles west of the main business part of St. Louis, and forming a center of its own, is wonderful Forest Park—a huge natural playground of nearly 1,400 acres, beautified by artistic development to a degree which has made it internationally famous. Surrounding the park are wide boulevards, lined with splendid residences and magnificent public buildings. Beyond is a great university whose grounds extend for almost a mile along the westward boulevard, and nearby are several preparatory schools. A number of the finest residential sections lie immediately to the north, west and south. Many other parks in different parts of the city, exquisitely cared for, offer rest and recreation in beautiful settings.

To the St. Louis shopping district come thousands of people from all this section of the country, for the St. Louis shops have long borne a national reputation for style,

variety and value. Nearly all the great manufacturing concerns of America are here represented, St. Louis being recognized as the natural distributing headquarters for a vast consuming population. Hence, practically anything that can be had anywhere is obtainable in its markets.

In St. Louis there are always interesting things to see and do. There are high-class amusements of every nature. The downtown theatres and amusement places furnish varied entertainment for theatre-goers. The best stage productions are presented in their season. Magnificent motion-picture houses are conveniently located. The Symphony Orchestra concerts, the Municipal Opera, the frequent band concerts in the public parks, playground festivals and pantomimes, and varied seasonal activities supply wholesome amusement. Two major league baseball teams play championship ball here throughout the summer. Delightful river trips are available. Concrete roads in all directions invite the motorist to a

thousand points of interest, and the great scenic summerland of the nearby Ozarks freely offers the "Switzerland of America" for a summer vacation.

Because of its location in the center of the country and its superior transportation facilities as the second largest railway center, St. Louis is the most accessible of American cities. At the cross-roads of the nation, St. Louis sees the ebb and flow of a nation's traffic at its



The New Missouri Pacific Building

door. Thirty thousand travelers daily pass the portals of the St. Louis passenger station. Fast, direct trains and smooth roadbeds make it easy to reach almost any of the principal cities of fourteen states by overnight sleeping car without loss of business time. Near the rim of this "overnight circle," which includes many other important cities within a nearer radius, are Chicago, Detroit, Cleveland, Pittsburgh, Cincinnati, Louisville, Nashville, Memphis, Jackson (Miss.), Texarkana, Tulsa, Wichita, Omaha, Des Moines and Milwaukee. The Atlantic Coast cities are only about twenty-four hours distant; the Pacific Coast, about seventy-two hours. Every part of America may be reached quickly and with a maximum of comfort from St. Louis.

In the city itself and through its suburbs street-car lines which operate, altogether, more than 700 miles of tracks, tap every section, carrying more than a million passengers daily. Modern automobile buses whose routes cover 130 miles augment local travel. Privately owned and strictly regulated service motor-cars, plying the principal thoroughfares, carry passengers from one section of the city to another for a nominal fee. Especially noticeable to a stranger is the unusual courtesy and willingness to oblige which is displayed by the St. Louis police. Throughout the city scientific fire protection is afforded by a thoroughly modern motorized system.



The New Civil Court House

The remarkable recent development of St. Louis is based on sound and definite reasons, some of them foreseen a century and a half ago. The basic advantages which had lain dormant here for years, casually taken for granted, are now more generally understood and appraised at true value. The central location of this "City Surrounded by the United States," its nearness to raw materials and its unexcelled transportation are vital factors of a great industrial center. Its splendid residential districts and attractive surroundings have

given St. Louis a nation-wide reputation as a city of beautiful homes. Its civic energy and broadmindedness provide superior opportunities for the enjoyment of life, for home comforts, healthful and pleasant living conditions, restful relaxation, and the education of children.

The New St. Louis of today presents a picture of progress—an old city with new ideals. Its very physical appearance and the conditions of yesterday are being so rapidly transformed that the outside world scarcely realizes what is here evolving. Those who knew St. Louis as it was would hardly recognize it as it is—and as it will be. Behind the vision which is planning for its future is the new "Spirit of St. Louis," a united, driving, tangible public force, independent and forward looking, ever ready to blaze fresh trails toward development and progress. The world has heard of it. Its accomplishments are for all to see.

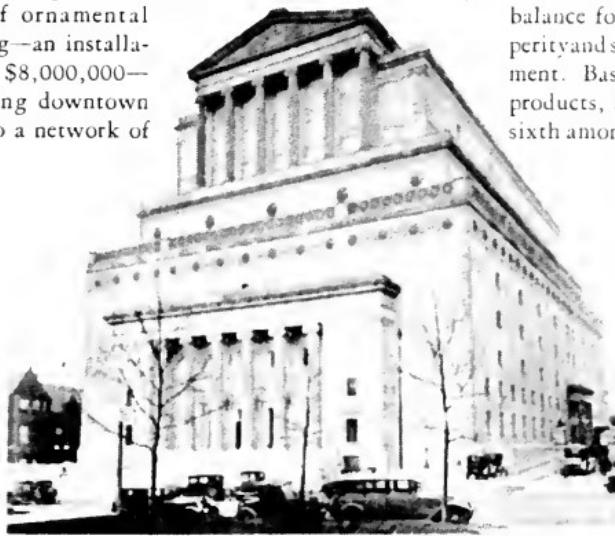
A tremendous building activity is one of its striking manifestations. Modern structures costing many millions are rearing their towers higher and higher throughout the business district. Immense factories whose operations will give employment to thousands of workers are going up in the industrial sections. Millions upon millions of dollars' worth of new homes in town and country have eliminated housing problems. Greater St. Louis has spread out in all directions for many miles beyond the old city limits.

Principal streets are being widened. A splendid Memorial Plaza, grouping the most important municipal buildings into a beautifully related architectural assemblage, is now being constructed in the heart of the city. Another gracious Plaza, opening out from the Union Station, will soon beautify St. Louis' huge Terminal, welcoming travelers with a fairer impression of the city as it is today. Plans are under way for a complete modernization of the older part of St. Louis, along the river front. The latest type of ornamental street lighting—an installation costing \$8,000,000—is transforming downtown St. Louis into a network of

Great White Ways. A huge improvement program of a city-wide nature, covered by an \$87,000,000 bond issue, and which will extend over a period of ten years, comprises traffic betterments, city beautification, commercial development, and increase of municipal facilities. As a direct result of this public building, it is estimated that close to \$500,000,000 will be spent by private enterprises in new construction and developments.

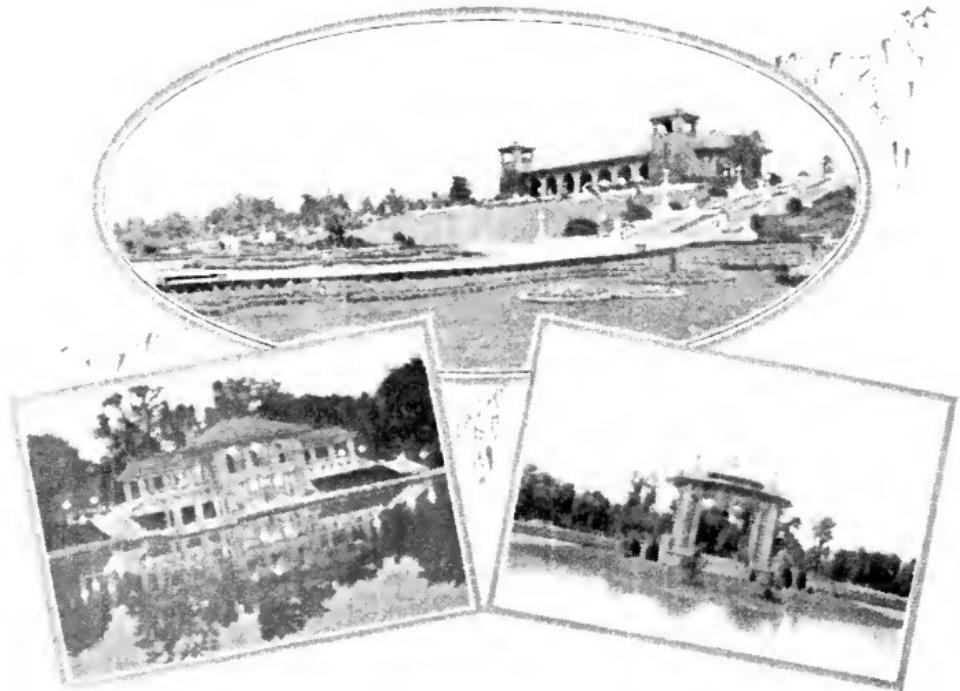
A city which does such big things in a big way is distinctly a good city in which to live. The population of St. Louis has nearly doubled in the last twenty-five years. Business here is generally good.

The present-day trend of industry, logically following the shifting trend of population, is steadily moving westward toward the center of the country. A great number of new industries have moved to St. Louis during recent years. Here are now several thousand factories, engaged in more than 250 different lines of business. This remarkable diversity of interests acts as a constant balance for business prosperity and steady employment. Based on value of products, St. Louis ranks sixth among all the cities



New Masonic Temple

S T . L O U I S — F U L L O F T H E V I G O R O F T H E W E S T



of the United States in manufacturing importance. Its total value of annual manufactures is now about four times what it was twenty years ago. The development of the Mississippi Valley and the Southwest—a territory which is progressing more rapidly than any other part of the United States—daily offers new business opportunities for the energetic and farsighted. Particularly is this true of industries operating from St. Louis, "The Gateway of the Southwest."

St. Louis, as the metropolis of the Middle West, is reached from all directions by a comprehensive system of hard-surfaced and all-weather highways, connecting with the principal automobile routes of the United States. Such transportational improvements are constantly being extended, with

a view to future as well as to present needs. Connecting links in the great national highway systems are being shortened. One of the new St. Louis bridges across the Mississippi will alone cut off many miles for the automobile tourist from the North and East to Western points. Travelers through this part of the country will find road conditions uniformly good. The State of Missouri is now planning a new bond issue for general highway improvement on a greater scale than ever before attempted. St. Louis, with its web of connecting roads, is one of the most important national centers of tourist traffic, its attractions bringing to the city many thousands of visitors from all parts of the country.

The climate of all this section is mild and pleasant. The average annual temperature

is 56.3°. The spring temperature averages 56.6°; summer, 77.3°; autumn, 58.2°, and winter, 34°. The winters are short. Outdoor work can be engaged in nine months of the year. During the summer while it is warm in all sections of the country there is less actual humidity by from five to twelve per cent in St. Louis than in New York, Boston, Cleveland, Buffalo or San Francisco. This, of course, means greater comfort and working efficiency. Government records show that St. Louis is one of the most healthful of American cities; great sums are being spent to make and keep it so. Its schools are internationally famous; two splendid universities and many institutions for the study of art, music, science, religion, medicine and law offer unlimited opportunity for specialization in these branches. Because of nearness to the primary sources of food, coal and power, too, living expenses in St. Louis are moderate—lower than in most metropolitan cities of the United States. . . . These are a few of the reasons why the city has so many residents who came here first to look, but who have remained to live.

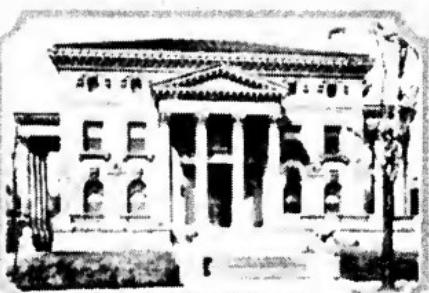
More than ordinarily favorable are general living conditions, taking them one with another. Houses, apartments and

flats of any desired size and type are available in all parts of the city and suburbs, and at reasonable cost. Because of nearness to the great producing centers and particularly to the Ozark country, with its inexhaustible supplies of fresh fruits and vegetables, all food products may be had in season at moderate prices. The close-by coal mines furnish cheap fuel. Electricity, produced in enormous quantity by the water power of the Mississippi at Keokuk Dam, and at the Cahokia steam power plant, is furnished for domestic use at lower rates than in any other large metropolitan city.

St. Louis is essentially a "home city," more than a third of its residents owning their own homes. Thus its people, 87 per cent of whom are American born, are permanent and loyal citizens, peculiarly united in desire, and actively responsive to every forward movement which benefits the whole community and which helps to make life worth while. And this is, in large measure, the deeper meaning of "The Spirit of St. Louis," whose messenger has carried its story to all the world—the spirit of the pioneer; the spirit of modern progress, of mental vision, of united effort, and of honest pride in civic as well as in individual accomplishment.



ST. LOUIS—A CITY WHERE YOU'D LIKE TO LIVE



More Than One-Third of St. Louis' Residents Own Their Own Homes

The REAWAKENING *of a* COMMUNITY

ART HILL, in Forest Park, whose crest commands a natural amphitheatre, the council grounds of Indian nations in centuries past, has been the scene in recent years of great communal gatherings—fore-runners of the spirit of unity and progress which lives in St. Louis today. On this broad hillside there one day gathered 300,000 citizens at an inspirational meeting for the Third Liberty Loan, perhaps the largest audience that ever viewed a single spectacle in America.

Again, in 1914, this same Art Hill, the cradle of St. Louis' progress, formed an outdoor theatre for the Pageant and Masque of St. Louis—a brilliant historical production. At one performance more than 197,000 persons saw this wonderful stage picture enacted by 5,000 of their fellow townsmen, portraying the early history and development of St. Louis. Out of this notable spectacle of the past were then unfolded new visions of the future.

Then it was that the people of St. Louis,



Airplane View in Forest Park, Looking Toward Kingshighway

ST. LOUIS—THE CITY SURROUNDED BY THE UNITED STATES



awakening to the power of organized co-operation, began to do things in unity. From this vision and spirit have since arisen huge civic undertakings. From these concerted efforts have come, in turn, the beautiful Municipal Open-Air Theatre, a greater Symphony Orchestra, the St. Louis Style Pageant, the annual season of Municipal Opera, the Playground Festivals, and the notable city improvement movements.

A Bond Issue

Convincing proof that St. Louisans are working together for the common good was demonstrated when the voters went to the polls on February 9, 1923, and by an overwhelming majority passed a bond issue of \$87,372,500 for general municipal improvements.

The major items in this program of progress are:

- \$12,000,000 New Waterworks
- 11,000,000 River des Peres Reclamation
- 8,650,000 Street Widening
- 8,000,000 Electric Street Lighting
- 8,000,000 Sewer Improvements
- 6,000,000 Memorial Plaza and Building
- 5,800,000 Repaving Streets
- 5,000,000 Municipal Auditorium
- 4,500,000 Hospitals and Institutions
- 4,000,000 New Courthouse
- 3,800,000 Parks and Playgrounds
- 3,000,000 Municipal Bridge Approaches
- 2,600,000 Union Station Plaza
- 1,600,000 Grade Crossings and Viaducts
- 1,250,000 New Public Markets
- 1,000,000 Municipal Lighting and Heating Building
- 772,500 Motorizing Fire Department
- 400,000 Aquarium in Forest Park

This tremendous city-wide improvement program, which will cover a period of ten years, is now well under way and a number of the items already have been completed.

The ART MUSEUM

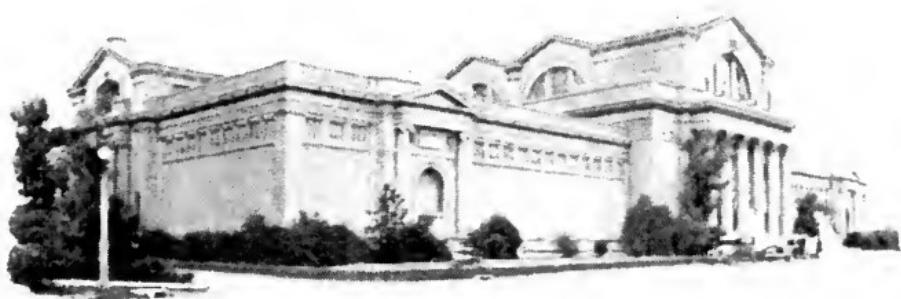
St. Louis' Art Museum, erected during the World's Fair as a permanent building, stands on the crest of Art Hill in Forest Park, overlooking the West End residential district and the suburbs which stretch out to the north and west. Its immediate foreground opens up a vista of sloping landscaped lawn, of glimmering lake, of speeding motor-cars on the winding drives beyond, and, in the distance, the bustling city's edge. No other museum building in America has a setting of such natural splendor. This great treasure-house of art is open daily, free to all.

Ranked as one of the four best art galleries in the United States, the Museum contains rich exhibits of paintings, casts, sculpture, marbles, drawings, architecture and applied art. Many rare canvases are here, exemplifying the famous work of the old masters. The collection of Chinese

bronzes, ceramics and paintings is one of the finest of its kind.

Some new loan collection or another is added to the Museum's permanent collection nearly every month. During the summer season St. Louis' art connoisseurs generously add the loan of their own private treasures for temporary exhibition to the public in this Museum. Many special exhibits and showings are also held here throughout the year, and interesting lectures on appropriate subjects are frequently given.

St. Louis is one of the few cities in the United States which fosters the development of artistic and cultural facilities for the public by a direct tax for the maintenance and development of its Art Museum, thereby making superior advantages of this kind available to everyone.



Art Museum in Forest Park

ST. LOUIS—A GOOD PLACE IN WHICH TO LIVE, AND WORK, AND PLAY

The MUNICIPAL OPEN-AIR THEATRE

THE famous St. Louis Municipal Theatre in Forest Park is the largest municipally owned theatre in the world, rivaling in extent and bold conception the stately outdoor temples of ancient Greece. With new ornamentations and improvements being added each year, this playhouse has gradually been developed into the permanent concrete auditorium which it is today, with tier upon tier of seats accommodating 10,000 persons. Some idea of the popularity of this theatre is obtained from the fact that on many occasions every seat is occupied, and several thousand people, in addition, view the performances from the long pergolas in the rear.

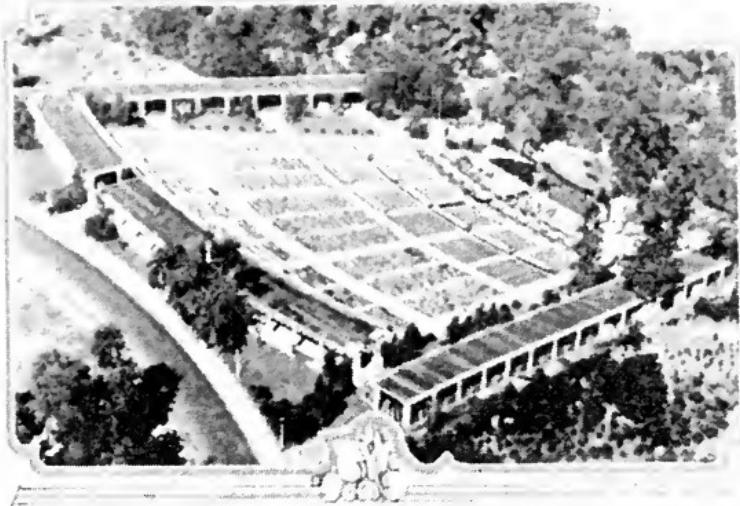
The grassy bank of the River des Peres has been converted into a mammoth stage

120 feet long and 90 feet deep, in a natural arboreal setting, flanked by great trees, with bridges across the stream leading from stage to dressing rooms. The auditorium has a depth of 225 feet. Between the orchestra pit, capable of accommodating 150 musicians, and the last row of seats on the hillside there is an elevation of 51 feet. Powerful amplifying devices bring music and speech clearly to all parts of the enclosure.

The theatre is entirely under municipal control, and by city ordinance all profits from performances must be used to further beautify the theatre and its grounds. Popular prices prevail. In this vast auditorium are held annually a season of high-class municipal opera, playground festivals and



S T . L O U I S — T H E C E N T E R O F E V E R Y T H I N G



Airplane View of Municipal Theatre

pantomimes, and various patriotic, religious and fraternal entertainments. A tier of 1,600 seats is required to be kept open, free to the public at every performance. Huge parking fields accommodating 5,000 automobiles, entirely free, and admirably regulated by the city police, provide convenient space for the motor-cars whose owners are attending the opera. Direct motor-bus service through the park, operated in close connection with the street cars, is also available before and after each performance.

One of the many visitors from afar who have viewed and admired the theatre and the St. Louis spirit and vision which brought it forth, recently said in a published article:

"We found the theatre itself a gem, in a setting such as no jeweler ever conceived, so beautiful are its surroundings. We found it a tremendous factor in civic musical culture, yet providing its education in sugar-coated form, as it were."

The Municipal Opera

St. Louis has an annual season of municipal summer opera of twelve weeks in this municipal outdoor playhouse. Immediately following is a brief season of grand opera.

Municipal opera was first launched in St. Louis in 1919. Each season since has shown a marked increase in attendance. The twelve weeks' performances of 1927 were attended by 529,000 people. The past two years have probably marked the greatest artistic successes since the theatre was established. The opera has steadily paid its way, though staging productions which have cost an average of more than \$31,000 a week, and the organization in charge has a substantial surplus on hand for further betterments. About \$400,000 was spent during the season of 1928 in providing entertainment for St. Louis and its guests.

Here is the greatest amusement enterprise of its kind in America. It employs hundreds of persons, expends hundreds of thousands of dollars, entertains half a mil-

lion people each year, and is organized without a possibility of individual profit. Its management is in the hands of the Municipal Theatre Association, which is limited to the opera season's guarantors, whose applications for membership are passed on by the Board of Directors. These consist of 42 members, 14 being elected each year for a three-year term. The Directors choose the officers of the Association and the members of the Executive Productions Committee.

Scenic and lighting effects and chorus groupings the very magnitude of which prevents their production on any ordinary stage, are here nightly accomplished amid scenes of natural splendor which rival the artistic conceptions of the master artist.

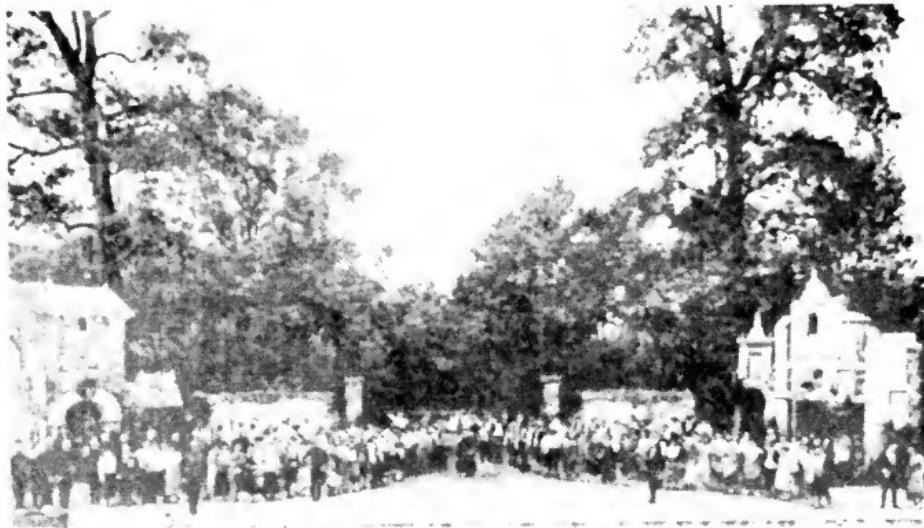
The principals for the opera are chosen from among the leading stars of the light opera stage. The chorus, which includes 100 voices, is carefully selected and trained in a special St. Louis school by expert pro-

fessional coaches. Through a series of prize scholarships offered in the best operatic schools to the most proficient each season, a cast of local principals and chorus is being developed.

The charm of the operatic productions and the initiative of St. Louis in leading the world in this form of wholesome and artistic entertainment brought forth the following from an Eastern critic:

"Certainly there is nothing in all America like the St. Louis Municipal Opera. I saw an opera made an art that is living and vital, and an art for all the people instead of a society function at prohibitive prices."

The immense popularity of this form of outdoor entertainment, as developed by St. Louis, has resulted in the erection and opening of the beautiful Garden Theatre, a private enterprise devoted to high-class drama, opera and artistic spectacles.



Municipal Opera Stage and Chorus



SHAW'S GARDEN

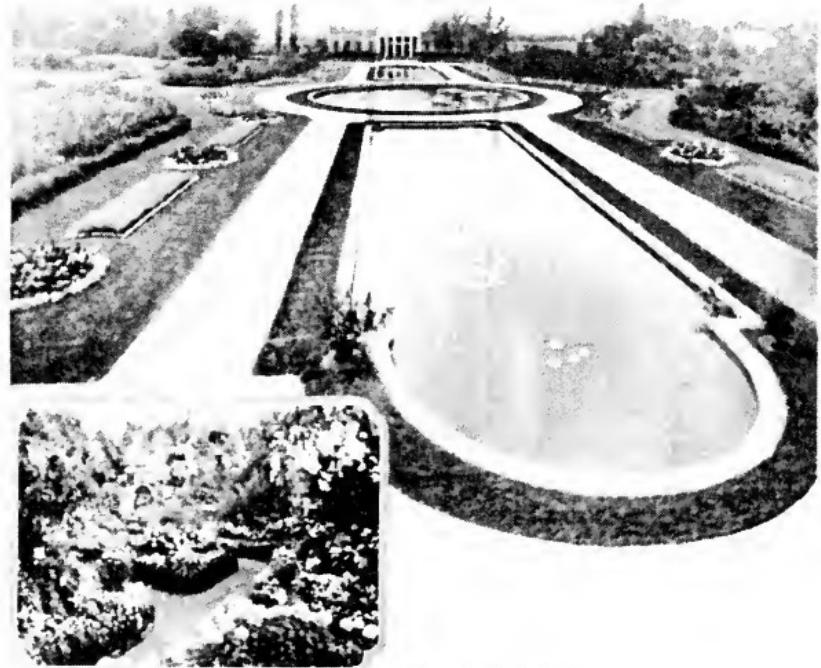
FOUNDED in 1860 by Henry Shaw, a St. Louis philanthropist, the Missouri Botanical Garden, popularly known as Shaw's Garden, ranks second only to the famous Kew Gardens of England. It contains the largest collection of plant life in the western hemisphere and is famous the world over for its wealth of botanical species and its beautiful floral displays. It comprises a city garden of about 75 acres, an out-of-town extension of more than 1,600 acres, and a tropical extension at Balboa, Panama.

At the city garden large conservatories are maintained, containing a varied collection of tropical plants and providing for an almost continuous display of chrysanthemums, orchids, lilies and other blooming plants. Out of doors are to be found representative gardens of roses, irises, water lilies, and collections of every other kind of plant which can be grown in the region of

St. Louis. The orchid and chrysanthemum shows have established national reputations for the gorgeousness and rarity of their blooms and for the beauty and method of their display. Altogether, more than 11,000 species of plants from all climes and all parts of the globe are to be seen here.

One of the best botanical libraries in the country, one of the largest herbaria in the United States, laboratories for scientific work and a school for gardening combine the features of a pleasure-ground with the facilities of an institution of research.

The out-of-town garden, which is rapidly being developed, is already one of the best localities in the state for the growing of wild flowers and trees. Here, too, is carried on the propagation of rare and delicate plants away from conditions unfavorable to early plant life incident to a city location. Besides growing here much material for later exhibit in the city garden, there



Scenes in Shaw's Garden

will gradually be developed an adequate arboretum. In time this development will probably become the most complete reservation for trees and native flora in the temperate zone.

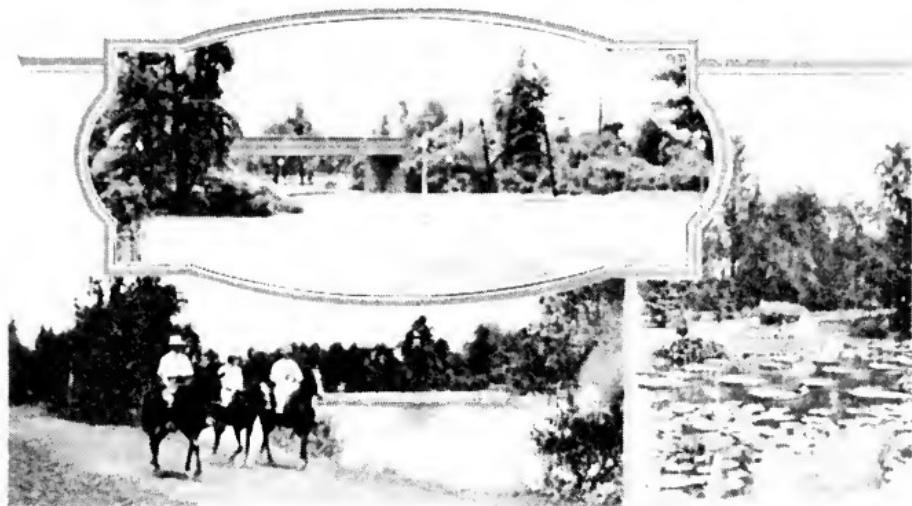
Shaw's Garden, with its rare floral beauties, was established as a trust by the will of Henry Shaw and is entirely maintained by an endowment fund left by him for this purpose. At his death it passed into the hands of a Board of Trustees, the original members of which were designated by him. The Board is self-perpetuating, with the exception of certain *ex-officio* members. The immediate direction of the Garden is

vested in a Director appointed by the Board of Trustees. The Garden receives no support from either the city or the state.

The orchid collection of Shaw's Garden is said to be the finest on the American continent. Elaborate conservatories display natural plantings of tropical vines, ferns and stately palms; Australian, Philippine and Japanese plants; Italian gardens; rare blooming species; desert cacti and similar drought-resisting types, and beautiful specimens of perennials and annuals.

The Garden is open daily to the public and admission is free to all.

The PARKS *of* ST. LOUIS



St. Louis has a remarkable group of sixty-five city parks covering approximately 3,000 acres. Forest Park, with its 1,400 acres, is one of the largest city parks in America. It contains a number of picnic grounds, a world-famous zoo, 42 tennis courts (flood-lighted at night), 22 baseball diamonds, soccer fields, a parade ground and three golf links. In this huge park is the Municipal Open-Air Theatre, the Art Museum, the Jefferson Memorial, the site of the proposed Aquarium, the new Field House and several other public buildings. There are lagoons for skating and canoeing, miles of soft bridle paths for horseback riding, long serpentine roads for motoring, and hundreds of acres of velvety green-sward. Nearby is a popular outdoor swimming pool and amusement park.

Through the generosity of a former St. Louisan a new loveliness is being brought to Forest Park by the addition of 2,000 Japanese cherry trees, grouped into a magnificently landscaped setting. The site known as Government Hill will become a new beauty spot when these rare adornments fling forth the florescence for which they are famous, vying with the bloom on Washington's water front in the nation's capital, where come thousands yearly to view the fairy-like panorama.

The slope of eight acres, topped by the World's Fair Pavilion, is being transformed into a magic garden, with fountains, cascades, pools, a touch of verdant foliage and the snowy blanket of cherry blossoms contrasting against the green of the hills and mirrored in the waters of the lake.

Two and a half million dollars is now being spent for the construction of additional public parks in St. Louis. Instead of reserving its parks as highly cultivated spots to appeal only to the sense of beauty, this city has made them both ornamental and useful. They are maintained as public playgrounds of the people, and full freedom is permitted without unreasonable restrictions. There are no "Keep off the Grass" signs in the parks of St. Louis.

O'Fallon Park, with its deep ravines, embracing 159 acres, holds a commanding position overlooking the silvery reaches of the Mississippi River. From its observatory one obtains splendid views of the surrounding country for many miles.

Tower Grove Park affords a beautiful example of highly developed landscape gardening, and covers 277 acres. It contains a great variety of rare trees and cultivated shrubs, famous lily ponds, and an historic statue of Shakespeare around which noted Shakespearean actors have planted memorial trees in years gone by.

Carondelet Park is a thickly wooded stretch of beautifully rolling land, full of natural scenic attractions.

Chain-of-Rocks Park, at the extreme north of St. Louis, provides another magnificent high-up view of the river front, of the white steamers flashing in the sun as they pass the rocky ledge, and of the huge city waterworks with its handsomely landscaped grounds.

Fairground Park, also in North St. Louis, the scene of county fairs and horse racing in the olden days, is now a free public playground and contains the largest outdoor swimming pool in the world.

The Zoological Gardens, in the southwest part of Forest Park, contain a series of rustic pools, waterfalls and stone bridges. During the summer these pools are occupied by collections of aquatic birds and animals. On the nearby hills are modern concrete animal houses containing a great variety of wild animals. The largest bird cage in the world is here; there are clear lakes, handsome trees and shrubbery and artistic landscaping. The cageless bear pits, with the various species of bears in their natural rock-bound home, are a constant source of interest.

Lafayette Park is an especially interesting spot to students of history, since it contains so many relics of Revolutionary times and the War for Independence. Its statues of Washington, and of Benton, one of the early St. Louis leaders, are especially noteworthy. Benton Park, another picturesque spot, was especially named for this rugged statesman.

Creve Coeur Lake, one of the largest natural lakes in Missouri and bordered by an amusement park, affords dancing, a scenic railway, bathing, rowing, fishing and motor-boating for the pleasure seeker, and is a popular nearby resort.



The MORAL SIDE

IN KEEPING with the city's natural trend of diversified development is its wide and influential field of churches and church leaders. Its famous churches and its many ministers and priests who are well-known figures of national prominence have for years strongly influenced the spiritual nature of St. Louis and built up within it a moral tone equaled by few metropolitan communities.

There are located in St. Louis city and county 100 Catholic churches and 530 Protestant Evangelical churches, with a communicant membership of several hundred thousand; four Christian colleges and four theological seminaries. St. Louis is the international headquarters of three denominations and the state or areal headquarters of nine.

Among the salient features of the city's religious side is the Metropolitan Church Federation. Organized in 1909, it has since cooperated the church work of sixteen denominations under jointly authorized leadership and carried on united moral work impossible for a single church or denomination working alone.

One of the finest groups of representative architecture in the city is at Kingshighway and Washington Boulevard, where the four corners are occupied by magnificent churches—Temple Israel; First Church of Christ, Scientist; St. John's Methodist Episcopal, South; and the Second Baptist. The latter is one of the finest examples of Italian Gothic architecture in America. Organized in 1832, it is the oldest Baptist church within the city limits.

The New Cathedral is the seat of the Catholic Church in the St. Louis Archdiocese. It is one of the largest and most mag-

nificent furnished cathedrals in this country and compares favorably with the finest ecclesiastical structures of Europe. It was erected at a cost of three and a quarter million dollars. Its main altar represents an expenditure of \$100,000 and its organ \$50,000. The Old Cathedral occupies the site of the first church built in St. Louis, shortly after the landing of Laclede in 1764. Pope Gregory conferred favors on this old Cathedral granted to no other church in the world except the Basilicas in Rome.

Christ Church Cathedral, mother church of the Episcopal Diocese of Missouri, is the first Protestant church founded west of the Mississippi River. Its stone altar, imported from Italy, is a masterpiece of beautiful carving. A new great organ has recently been installed, and a diocesan, parish and community building, erected to the memory of Daniel Sylvester Tuttle, pioneer Bishop of the Episcopal Church, is nearing completion.

Centenary Methodist Episcopal Church, South, is distinguished as having the largest membership among the Protestant churches. It numbers 3,497 in its enrollment.

National recognition has been accorded many of the eminent divines among the St. Louis clergy. Approximately thirty of the city's ministers, priests and rabbis are cited in "Who's Who in America" for their distinguished work.

The Young Men's Christian Association and Young Women's Christian Association maintain commodious central buildings and branches in various sections of the city. They are modernly equipped with gymnasiums, swimming pools, roof gardens, libraries, baths, bowling alleys, reading

rooms, cafeterias and other facilities for the benefit of young men and women.

An extensive Y. M. C. A. development is assured by a fund of \$3,000,000 recently raised by popular subscription in St. Louis to erect "Y" buildings in the downtown district, West End, South Side and Carondelet, and make additions to the North Side, Colored and Railway branches.

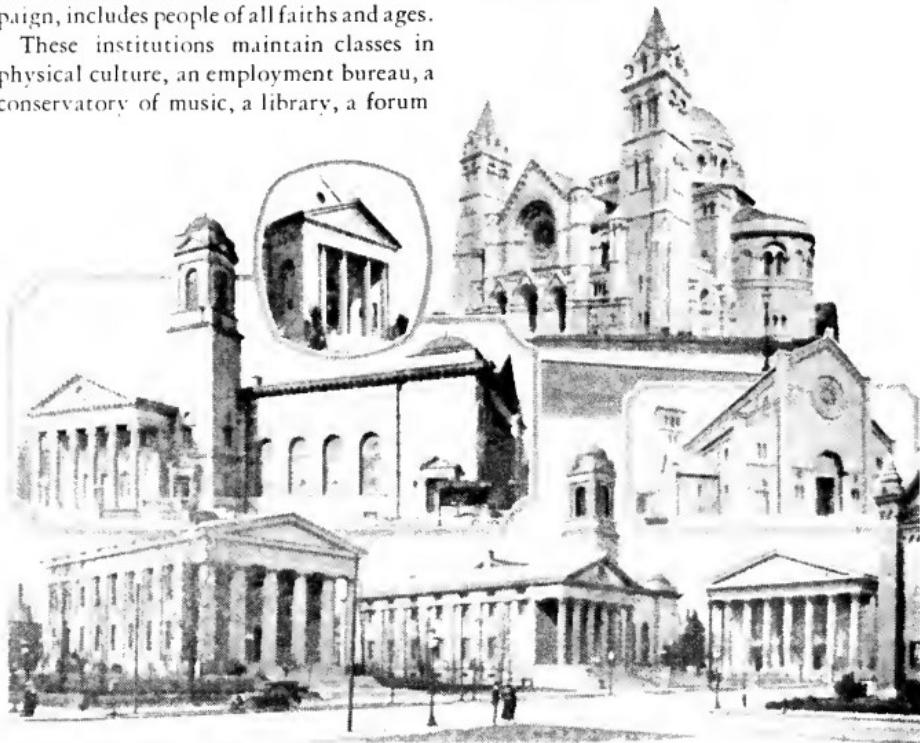
The Young Men's Hebrew Association and Young Women's Hebrew Association together occupy a new half-million-dollar model structure. Here are all the facilities of modern institutions of this type, including roof garden, gymnasium, swimming pool, auditorium, billiard-room, club-rooms and classrooms. Its membership of 4,000, which was obtained without a campaign, includes people of all faiths and ages.

These institutions maintain classes in physical culture, an employment bureau, a conservatory of music, a library, a forum

some 40 clubs and 50 courses in cultural and educational activities in all branches of study. Dances, parties and motion-picture entertainments offer diversion for its members. The facilities offered are utilized by an average of 1,000 people a day.

St. Louis Council, Boy Scouts of America, is one of the most important organizations of its kind. It ranks first in the United States in Scouting membership per ten thousand population and in Troop density. It possesses the best equipped Boy Scout Camp in the United States. Its program of activity constantly attracts national attention.

The organization of Girl Scouts, which has no connection with the Boy Scout movement, is also very active in St. Louis and has a splendid membership enrollment.



A Few of the Prominent Churches in St. Louis

S T . L O U I S — T H E C E N T E R O F E V E R Y T H I N G

ORGANIZED CHARITIES

St. Louis, like three hundred or more American cities, operates a Community Fund which systematically provides for the major portion of its charities and philanthropies. Its operation is in the hands of two bodies, the Charities Committee of the Chamber of Commerce, to which local charities report annually for approval; and the Community Council, which is made up of representatives of the charities themselves. These two organizations work closely together, the Charities Bureau investigating the business management and methods that institutions use in raising money, and the Community Council investigating the standards and kinds of social work done. The reports of both bodies constitute a basis of giving or withholding endorsement.

In St. Louis the Community Fund, composed of 54 of the largest agencies, is the instrumentality through which the budgets of these agencies are annually raised. There is also a Federation of Jewish Charities, and a Council of Catholic Charities, the latter under the supervision of the Archbishop of St. Louis. Thus the supervising and financing of the city's charities and philanthropies are well under control and very satisfactorily handled.

St. Louis gives annually approximately three million dollars to support these worthy objects. City institutions, of



course, are under the direct control of the city administration.

St. Louis is the Southwestern National Headquarters of the American Red Cross, whose purpose is to furnish aid to the sick and wounded in war; to act in matters of voluntary relief and as a medium of communication between the American people and the personnel of the Army and Navy; and to prevent and relieve suffering arising from public calamities.

Its activities include a Home Service Station for disabled veterans and their families; a Placement Bureau, to secure employment for the physically handicapped; Milk Stations in the public schools; Life-Saving and First Aid, by the dissemination of public instruction in scientific methods; Braille work, for the benefit of the blind; and Disaster Relief, providing prompt aid in serious emergencies, wherever they may arise.

In addition, the American Red Cross cooperates with governmental, municipal and other civic and community enterprises in a great variety of benevolent and social work.

The Midwestern Branch of the American National Red Cross, which is located in St. Louis, has jurisdiction over all Red Cross activities in Missouri, Arkansas, Colorado, Kansas, Minnesota, Oklahoma, Illinois, Iowa, Michigan, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Texas, Wisconsin and Wyoming.

The HOSPITALS of ST. LOUIS

St. Louis has long been regarded by the medical profession as one of the great centers of investigation, knowledge and applied science in the art of healing. Seventy hospitals of various types are located here. Their staffs of physicians, surgeons and specialists include practitioners and investigators of international reputation.

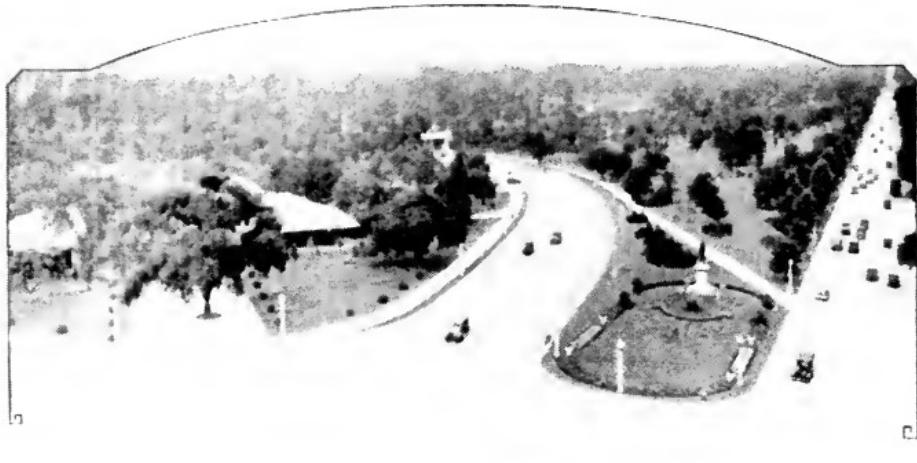
Immediately opposite Forest Park, on Kingshighway, is concentrated one of the finest groups of hospital buildings in the world, equipped with every convenience and modern facility for the scientific relief of illness and accident. These imposing institutions extend for half a mile along this famous boulevard. Many millions of dollars in equipment and the finest of medical and surgical skill are here concentrated for the benefit of the unfortunate.

Included in this group are the Barnes Hospital, St. Louis Children's Hospital and St. Louis Maternity Hospital—which are closely affiliated with the Washington Uni-

versity School of Medicine; the Shriners, Jewish, Frisco, and St. John's hospitals; and the projected McMillan Eye, Ear, Nose and Throat Hospital.

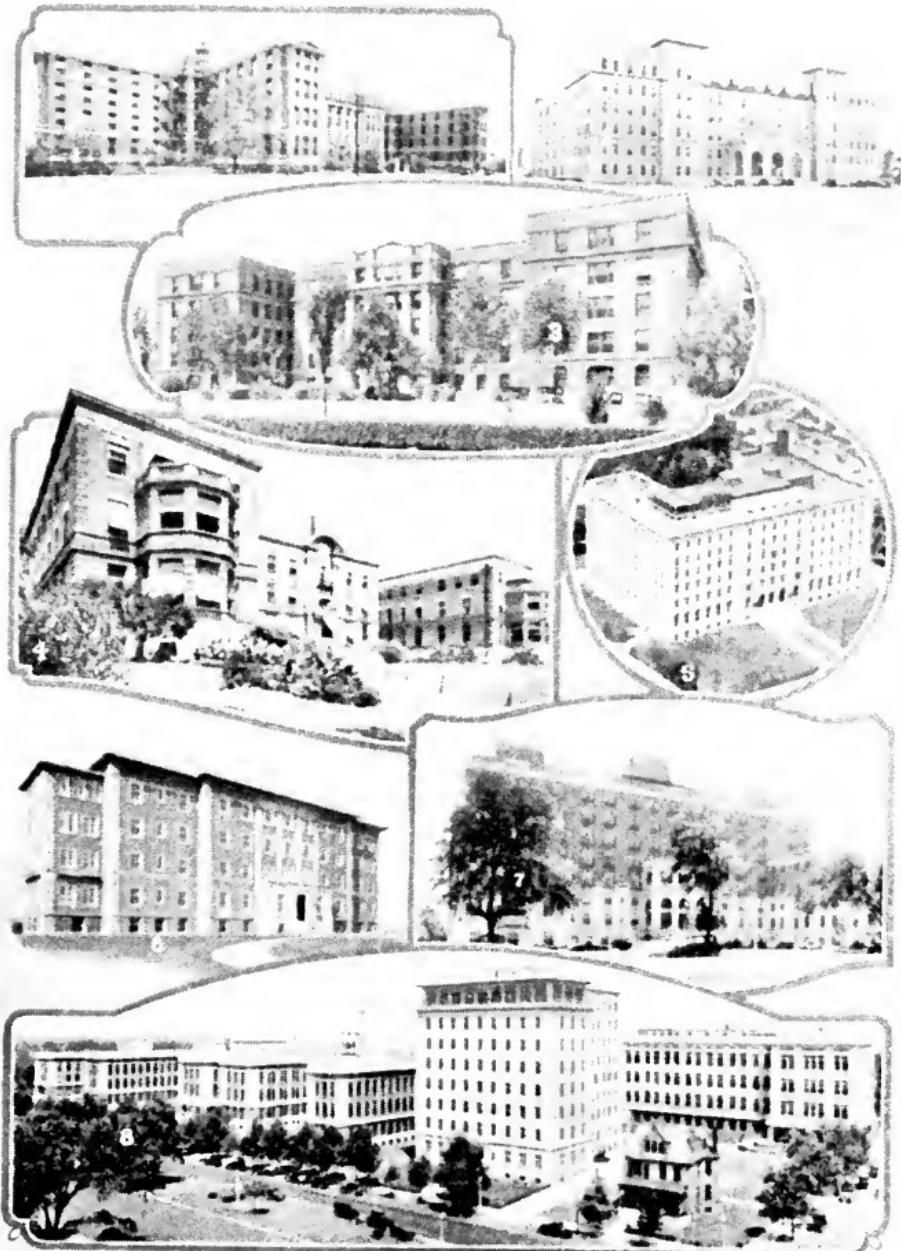
Under the control of the Medical Department of St. Louis University, caring for about the same number of hospital beds as are provided in Barnes Hospital, are St. Mary's Hospital, St. Mary's Infirmary and Mount St. Rose Sanatorium. The care of patients in St. John's, St. Anthony's and the Alexian Brothers' Hospitals, as well as of one-third of the City Hospital patients, is also included in the beneficent work of St. Louis University's famous Medical Department.

Among the other well-known hospitals in St. Louis are Barnard Free Skin and Cancer Hospital, Missouri Baptist Sanitarium, Missouri Pacific Hospital, St. Luke's Hospital, Mullanphy Hospital, the St. Louis City Hospital and City Sanitarium, Lutheran Hospital and Deaconess Hospital.



St. Louis' Hospital Center Faces Forest Park

ST. LOUIS — FULL OF THE VIGOR OF THE WEST



1—City Hospital
2—St. Mary's Hospital
3—St. John's Hospital

4—St. Luke's Hospital
5—Missouri Pacific Hospital
6—Christian Hospital

7—New Jewish Hospital
8—Barnes Group of Washington University Affiliated Hospitals

The ST. LOUIS ZOO

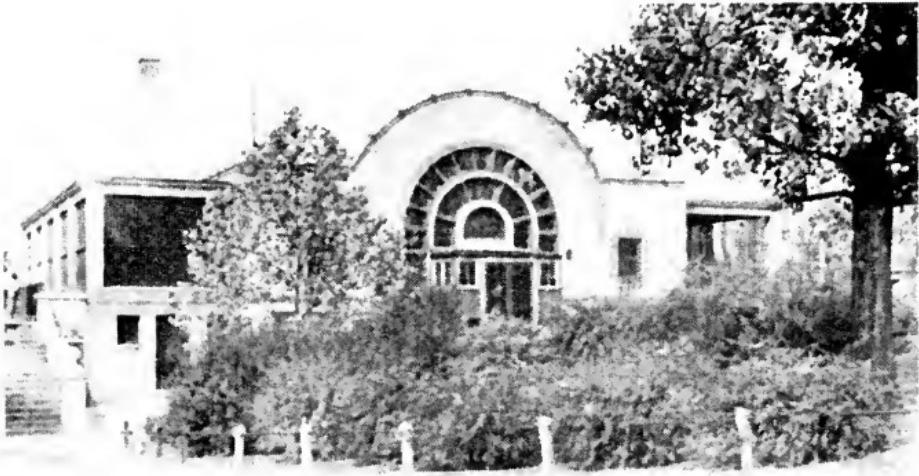


The Zoo, one of the sights of St. Louis, is still another of the great municipal enterprises which have made this city so well known for its progressiveness and civic energy. Supported by a direct tax which the people voted for its maintenance, this huge educational and interesting feature has been developed into one of the chief zoological gardens of America. Experts concerned with the captivity of wild animals have come to St. Louis from all parts of this country and abroad to study the ideal methods used here, and particularly to examine the unusual arrangements by which the animal dens and paddocks have been transformed into near-to-nature haunts.

The Zoo occupies 77 acres in Forest Park. Its more than 1,550 living creatures, including mammals, birds, fish, reptiles and amphibians, have been collected from all

parts of the globe. Here are to be seen the famous "cageless" bear pits, erected at a cost of more than a quarter of a million dollars; the new monkey house, filled with simian life of every description, where trained monkeys solemnly go through their amusing antics every afternoon; the largest steel-enclosed bird cage in the world, with its fascinating variety of bird life; the swan lakes, peopled by a strange world of swimming birds, and which also serves as a sanctuary for passing flocks of wild ducks and geese on their migrations; the new reptile house; and "Peacock Valley," with its chain of thirteen lakes teeming with aquatic life. An aquarium to cost \$400,000 is soon to be added.

Huge steel and concrete structures house a comprehensive collection of wild animals such as lions, tigers, leopards and the other great cats; while in similar buildings, especially planned, are to be seen the massive elephants, hippopotami and other creatures.



The Lion House in Forest Park

ST. LOUIS — THE CITY OF UNLIMITED POSSIBILITIES



Reptile House in Forest Park

Deer of many varieties and roving animals of a hundred species are confined in ample steel-fenced yards. Every feature of the Zoo is easy of access, and is entirely free to all. Thousands of people throng this Zoo, for its sights are so interesting and so unusual that its attractions never grow old. On a Sunday afternoon parked automobiles from a score of states is no uncommon sight.

The cageless bear pits, which have attracted the notice of zoological experts from all over the world, are artificial rocky dens with earth-filled fissures from which grow native shrubbery and evergreens. They are exact concrete reproductions of the limestone bluffs along the Mississippi River, from which detailed photographs and plaster casts were specially made as models. Dim caves serve as cool retreats for the bears, and rugged paths permit them to scale the rocks for a certain distance toward the overhanging crests.

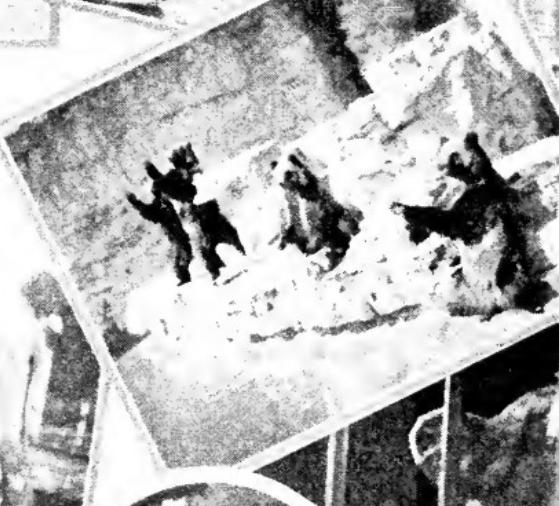
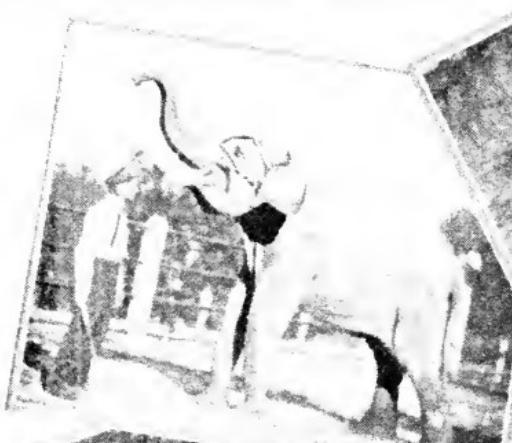
The bears, confined on three sides by this

rocky formation, apparently have nothing to prevent their strolling out along the promenades toward freedom. Actually, however, the animals are confined on the open side by a wide moat banked by a concrete shelving which the bears cannot climb even though they swim the moat. Only a low steel rail seemingly separates these great pacing wild creatures from the nearby spectators, who thus obtain the most natural of close-up views. One's hand in a pocket is the signal for an uprising of all the bears in sight, who rear high on their hind legs in clumsy demand for the peanuts which they consider their rightful tariff.

This unique method of exhibiting wild animals in their native surroundings has proved so satisfactory that plans are now under way to provide accommodations of similar type for many other creatures in the Zoo. The famous Hagenbeck and other animal experts of international reputation are cooperating in this extension.

Some of the Exhibits

One of the finest collections

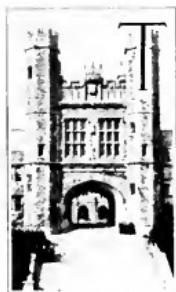


St. Louis' Famous Zoo

the home of animals in America



EDUCATION



HE public schools of St. Louis are the pride of the city and recognized by educators as among the foremost in America, both in completeness of modern equipment and in the thoroughness of the training which they provide.

St. Louis has 151 public schools for segregated white and colored pupils. They are of various kinds and are housed in 269 buildings. The average daily enrollment exceeds 100,000 pupils, who are instructed by more than 3,000 teachers. In addition to the day schools there are evening schools for adults, with an average attendance of over 10,000 students, who receive instruction from 500 teachers. School books and all necessary educational supplies are furnished free to pupils of all the public schools, both day and evening.

The organization of the St. Louis Public Schools comprises 2 teachers' colleges, 7 senior high schools, 6 junior high schools, 1 part-time school, 1 technical vocational school, 116 regular elementary schools, 16 special elementary schools and 13 special schools for backward children. To provide for each youth the particular kind of education suited to his needs and capacities, these special schools scientifically care for the physically handicapped, the deaf, the speech defectives, the defective of eyesight, the delinquents, the backward, the convalescent and the anemic.

The St. Louis school buildings have the most modern of educational equipment and are notable for their outward beauty and interior utility. The Roosevelt High

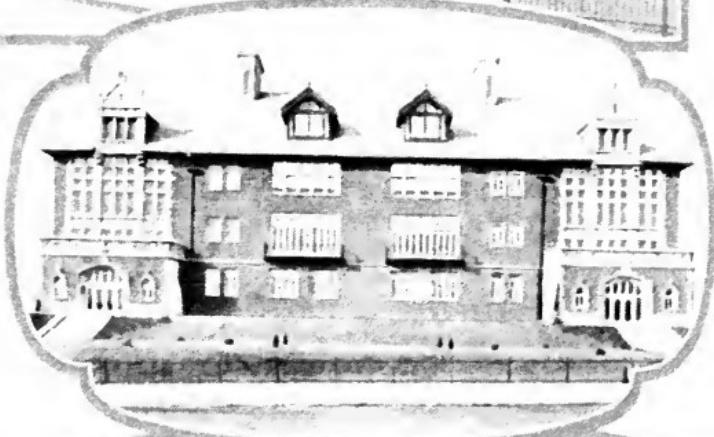
School, completed in 1924, cost \$1,498,109, besides an equipment representing \$300,000. The Beaumont High School, completed in 1926, cost \$1,673,724, and its equipment \$350,000. Each of these two high schools has an athletic field of from 10 to 12 acres. In addition to the usual classrooms these high schools have shops, laboratories, auditoriums and two gymnasiums and swimming pools.

The new steel and concrete High School Stadium, which would be a credit to any university, now seats 20,000 persons in permanent seats and 5,000 additional in the bleachers. Its architecture permits of additional seats in like number should they be required.

All the high and junior high schools are provided with lunchroom cafeteria service, furnishing hot lunches to students at nominal cost. Domestic Science instruction for girls and Manual Training shops for boys are part of the facilities in all the high and junior high schools.

The Harris Teachers' College and the Sumner Teachers' College provide training for the teachers of the elementary schools, and the graduates of these schools are given positions in the St. Louis Public Schools as vacancies occur. The number of graduates per year averages about 180 from both schools.

An exemplary system of parochial grade and high schools is maintained by the Catholic institutions for Catholic children, about 40,000 of whom thus receive educational training. The Archdiocese of St. Louis has created model free high schools for the advanced education of Catholic boys and girls.



Roosevelt High School (top)

Richard M. Scruggs Grade School (center)

William Cullen McBride Catholic High School (bottom)

ST. LOUIS *is a* HEALTHFUL CITY

THE remarkable record of public health in St. Louis, and the efficiency of its Health Commissioner, are outstanding among cities of this country. Due to climatic advantages, scientific supervision of water, milk and food, and waste and sewage disposal, and to its advanced sanitary and medical cooperative methods, St. Louis ranks in the honor roll of healthful communities. Its general death rate is among the lowest in large cities. A significant fact is that 40 per cent of its annual deaths are among people 60 years of age or older.

Still more significant is the fact that St. Louis is the lowest of all large cities in its infant mortality rate, the factor considered most important in gauging the general health of any community. A former health official of another city recently stated in a published article: "I know of no greater advertisement for a city than a low infant mortality. I am amazed at the remarkable results you have accomplished in a city the size of St. Louis. Yours is a wonderful city to be born in, and still more wonderful to grow old in."

There are ten Municipal Health Centers in St. Louis, operated under the direction of the Division of Health of the Department of Public Welfare. At these centers the following clinics are held weekly:

Twenty-two "well baby" clinics, or conferences; 21 chest or tuberculosis clinics; 7 prenatal clinics; 20 clinics for the administration of such prophylaxis as toxin antitoxin for protection against diphtheria, vaccina-

tion against smallpox and vaccination against typhoid fever. There are, in addition, 60 free dental clinics for indigent children.

These clinics are staffed by a very high type of physicians and specially trained nurses. The service embraces the clinics above mentioned, as well as follow-up work by the nurses in the homes of patients attending these clinics. The entire program is from the side of prevention and correction. The municipal nurses are also utilized in following up communicable disease cases.

The people of St. Louis are unusually well protected as regards public health. Approximately 97 per cent of all milk sold in the city is pasteurized. Even more stringent regulations than in the past, regarding the examination of milk sources and the marketing of milk and milk products, have recently been enacted. Measures for the protection of all food offered for sale are well enforced. Water supplies and sanitary methods for the disposal of wastes are safeguarded according to the best practices. Every possible precaution is taken for the public good.

In consequence, St. Louis has been remarkably free from epidemics. Its records show low typhoid death rates and low communicable disease rates. The advanced public health activities in this city and the thoroughness with which possible sources of disease have been eliminated have resulted in an exceptionally healthful community — one of the greatest of St. Louis' advantages.



Ambassador Theatre

COLLEGES and PRIVATE SCHOOLS

Washington University



Dormitory at The Principia

St. Louis University

ST. LOUIS has two widely known and well equipped institutions of higher education, St. Louis University and Washington University. The former, established by the Catholic Bishop as the first university in the West when the city's population was less than 3,000, now has in its halls and those of its corporate colleges more men and women than the whole city had people at the time of its founding. Washington University, a young giant in its phenomenal growth, early won the substantial backing not only of local capital but of the great Eastern foundations, and its structures, which house fourteen major schools and divisions, including Mary Institute, the celebrated school for girls, are among the show-places of the city.

Both these universities have splendid Medical and Dental schools. St. Louis University has a proud and patriotic record of humanitarian service that has been carried to the ends of the earth; its Reserve Officers' Training Corps is the most numerous in the United States. The Medical Department of Washington University, which is

operated in connection with Barnes Hospital, constitutes one of the most extensive medical institutions in America. The strong graduate schools of both universities are a precious intellectual asset of the West.

Among the several theological institutions located in St. Louis is Concordia Seminary, founded in 1839, whose enrollment of about 500 comes from all parts of the United States to prepare for the ministry in the Lutheran Church. Its buildings, located on a 71-acre tract southwest of the city limits, are splendid examples of Tudor-Gothic architecture.

The St. Louis College of Pharmacy is one of the oldest and most important institutions of its kind. Its 250 students, men and women, come from more than a score of states. Its new \$300,000 building is splendidly equipped, and, in addition to classrooms and laboratories, contains a model drug store, fitted with the latest devices and complete stocks. A three-year course leading to the degree of Graduate of Pharmacy offers thorough instruction in both

scientific and commercial phases. A post-graduate course in chemical manufacturing and analytical work leads to the degree of Pharmaceutical Chemist. An extensive medical plant garden and a medical plant conservatory are maintained.

The Eden Theological Seminary of the German Evangelical Synod of North America was founded in 1848. It occupies its own beautiful grounds and well equipped buildings on a 21-acre tract in Webster Groves, just outside of St. Louis. Its object is the training of sound and faithful pastors for the supply of Evangelical churches. Its courses of study are designed for graduates of recognized colleges.

St. Louis also has numerous professional schools, technical schools, schools of music

and of all the arts. The David Rankin Jr. School of Mechanical Trades ranks especially high in its field. Hosmer Hall, Mary Institute, Lenox Hall and similar private schools for girls offer exceptional educational advantages for young women. The Religious of the Sacred Heart and the Sisters of St. Joseph each have colleges for women in St. Louis. The Country Day School, the John Burroughs School, Principia Academy, Chaminade and Christian Brothers College are among the other high-grade educational institutions. The Webster Groves College for Women is in a beautiful nearby suburb. Lindenwood College for Women and a number of famous military schools for boys are within a few hours' ride.

The ST. LOUIS SYMPHONY ORCHESTRA

THE St. Louis Symphony Orchestra, an assemblage of 80 artists of the first rank in American musical circles, is under the leadership of distinguished guest conductors chosen from the world's most noted artists. With its long and brilliant concert record, it ranks among the greatest musical organizations of this country.

Concerts are given twice each week during the winter Symphony season, starting in November, and these attract musical lovers and students from near and far. There are additional popular concerts on Sundays at low admission charge. Special children's concerts are given from time to

time. The influence of this body of musicians throughout the musical fabric of the city, as soloists, teachers, and in the various ensembles which originate within its personnel, is of incalculable cultural value.

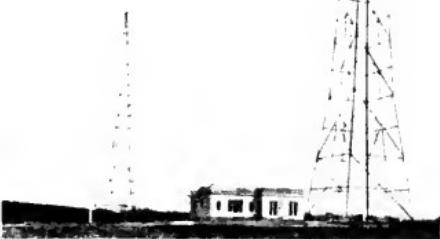
The widespread influence of musical teaching of the highest sort thus offers a splendid opportunity for young people to acquire worthy musical ideals and a real understanding of the art of music. The annual tours of the Symphony Orchestra have done much toward establishing St. Louis as the great musical center of the West and Southwest.

RADIO BROADCASTING

HERE are nine radio broadcasting stations in St. Louis, three of which are a part of the great national chains, including the Purple network of the Columbia Broadcasting System, and the Red and Blue network of the National Broadcasting Company. These powerful local stations, located in the city and its suburbs, freely bring to listeners all that is best in this new and popular form of entertainment.

Radio in St. Louis is enjoyable in summer as well as winter, and during the day as well as evening, the strength and nearness of the various sending stations making reception clear. In addition to the national chain programs, play-by-play ac-

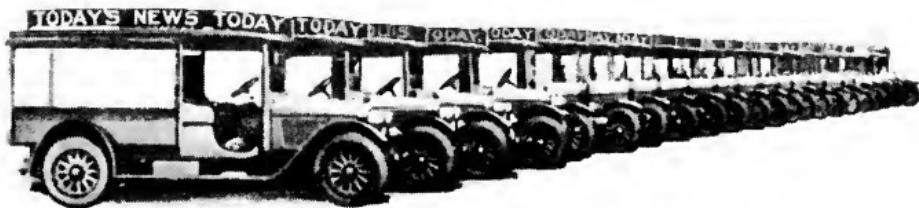
counts of the St. Louis league baseball games, "setting-up" exercises in the morning, and many other features of general interest are available to the radio enthusiast.



DAILY NEWSPAPERS

ST. LOUIS has four strong and influential metropolitan daily newspapers which rank among the leading journals of America. Their circulation extends over the entire Mississippi Valley, and their news dispatches, opinions and editorials accurately reflect the life and activities of the great Southwest. Through the best international press agency services, special correspondents and brilliant staff writers, these newspapers keep their public in immediate touch with daily events of interest

in the four corners of the world. Handsome rotogravure sections, interesting magazine sections, comprehensive sections devoted to sport, finance, politics, comics, women's activities, and other features, make these daily newspapers both interesting and wholly metropolitan in character. St. Louis has cause to be proud of its daily press, not only for the excellence of its news service, but for the public-spirited cooperation it has always displayed in matters concerned with the good of the city.



ST. LOUIS — WHERE EVERYTHING IS GOING AHEAD

LIBRARIES

THE Central Building of the St. Louis Public Library, on the outskirts of the downtown retail section and a part of the architectural grouping which is being formed into the Memorial Plaza, is one of the finest specimens of dignified public-building architecture in the city. It cost approximately \$1,800,000, of which \$500,000 was derived from the million-dollar gift of the late Andrew Carnegie. It is supported by a tax levied under the state library law and yielding about \$500,000 annually.

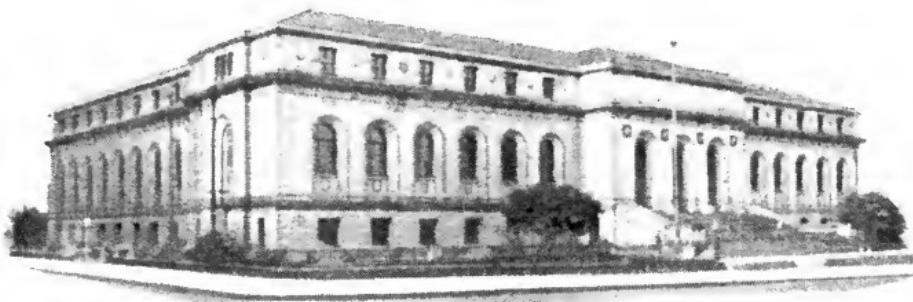
It has 16 branch libraries in various parts of the city, 60 substations, and traveling libraries operated in cooperation with the public schools. The library now has on its shelves a total of 639,221 volumes and circulates about 3,000,000 books for home use each year.

The Mercantile Library is the oldest institution of its kind west of the Mississippi, having been founded in 1846. A subscription library, it includes among its 170,000 volumes a noteworthy collection of books relating to the Middle West and a special collection of books on alchemy. A portion of the journal of Auguste Chouteau describing the founding of St. Louis is among the manuscripts owned by the

library. Much of this journal was destroyed by fire in Baltimore.

Washington University has a comprehensive library of about 250,000 volumes, in addition to complete files of the important American and foreign technical journals, as well as the principal reference texts. It is also a designated depository of publications of the United States Government. Its technical library, containing about 50,000 bound volumes, includes practically all the important contributions to Civil, Mechanical, Electrical and Chemical Engineering science, as well as to the subjects of Geology, Biology, Zoology and Physics, these collections being by far the most complete in this immediate vicinity. In addition, it possesses special libraries of Law, Medicine and Dentistry.

Another of the notable libraries of the city is the St. Louis Law Library, a general legal reference source, which was organized in 1838 and incorporated the year following. It provides its members with unusually complete reference facilities upon all legal subjects. This library, which comprises 47,000 volumes, ranks close to those of the New York Bar Association and Harvard University as among the best in the country.



St. Louis Public Library

S T . L O U I S — F U L L O F T H E V I G O R O F T H E W E S T

RECREATION

St. Louis has been a pioneer in encouraging recreation and fostering outdoor sports and has taken the lead among American cities in providing facilities for wholesome athletics. The Municipal athletic leagues, and the High School leagues, the former of which is conducted under the supervision of the city in baseball, soccer, basket-ball, tennis, golf, rowing, swimming, etc., have placed St. Louis in the first rank in amateur athletics. The St. Louis idea in municipal sports is fast spreading throughout the nation.

St. Louis is the home of two major league baseball teams—the Cardinals, winners of the National League pennant and World's Championship series in 1926 and second in their league in 1927, and the St. Louis Browns, of the American League. These teams provide high-class baseball games in St. Louis almost every day throughout the summer season.

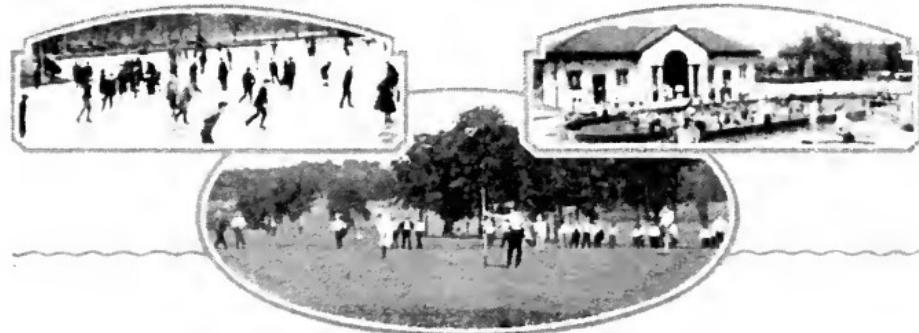
Two public and one semi-public golf courses are maintained in Forest Park. One of the two is a nine-hole course for beginners and those who have only a short time to play, and the other for the more expert players. Both are kept in splendid condition. The 18-hole course offers as keen a

test of high-grade golf as can be found in almost any private country club, with greens that are being developed to a condition approaching perfection. These greens are watered at night to prevent interference with players.

A score or more of country clubs on the rolling uplands of St. Louis County, several of which are available to the public on payment of a ground fee, furnish links of rare attractiveness to the golf enthusiast who desires the conveniences of a private club.

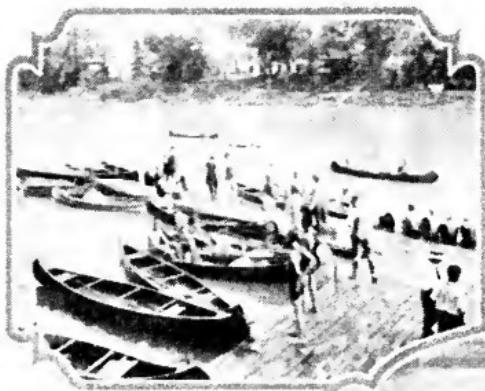
An immense open-air swimming pool in Fairground Park and the Marquette open-air pool in another section of the city are maintained by the municipality, furnishing summer enjoyment daily for thousands of children and grown-ups. The Coliseum, located in the heart of the city, operates, under private management, the largest indoor salt-water bathing pool in the world.

Among other public outdoor facilities maintained by the city, many of which are in public parks, are 23 picnic grounds, 46 baseball diamonds, 14 soccer fields, 29 public playgrounds and 15 wading pools for children.



St. Louis Parks Afford Recreation the Year Around

ST LOUIS—THE CITY OF UNLIMITED POSSIBILITIES



MERAMEC RIVER— WEEK-END OUTINGS



Scores of outing resorts on the Meramec River, a beautiful, winding stream which empties into the Mississippi a few miles below St. Louis, are within an hour's ride of the city and furnish recreation and vacations for 25,000 St. Louis residents.

Other thousands, with their families, occupy cottages along the Meramec during the summer season.

Here, within easy reach, are bathing beaches and recreational amusements of varied sorts. Canoeing, bathing, fishing, boat races, dancing, baseball, river pageants and aquatic exhibitions are among the diversions of the merry throng.

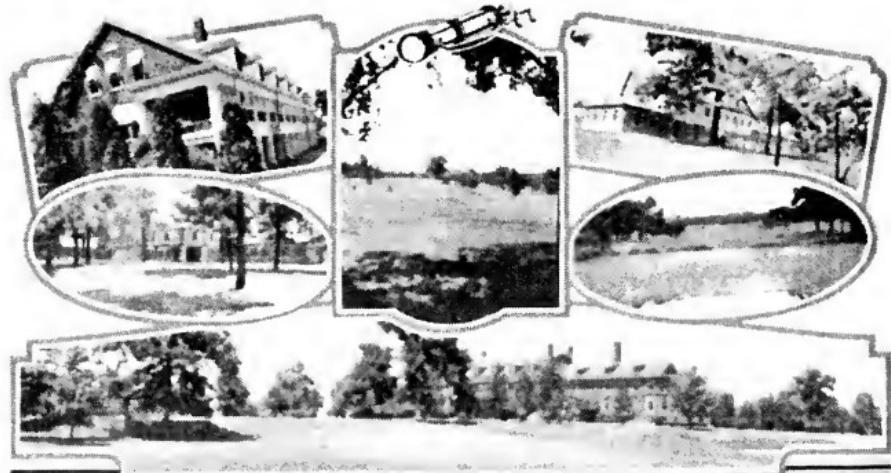
WOMEN'S ORGANIZATIONS *of ST. LOUIS*

NOTABLY active in the social and progressive life of the city is the work of the many women's organizations. The Women's National Exposition is an annual event which attracts a great gathering of women to St. Louis yearly from all parts of the country. Social and benevolent organizations of marked enterprise are constantly furnishing new examples of the true spirit of St. Louis.

The Town Club, occupying its own building in the heart of the business section, is an outstanding organization of women whose membership of 1,500 includes professional, business, political and club women, as well as the home-makers. Their club home contains a lounge, dining-room, rest-room, auditorium, swimming-pool and specialty shops.

Another new and modern building, also in the center of town, is the headquarters of the Young Women's Christian Association. It contains a splendid gymnasium with all modern appliances for physical work, a roof garden, library, rest-rooms, reading-rooms, etc.

Among other women's organizations may be mentioned the Zonta Club, whose membership of 50 is limited to business women in executive capacities; the Woman's Chamber of Commerce; Teachers' Association; Gold Star Mothers' Club; College Club; Junior League; Woman's Advertising Club; Wednesday Club; Women's Democratic Club; Woman's Republican Club; Business and Professional Women's Club; Queen's Daughters; Letmar Club; and St. Louis Woman's Club.



St. Louis Has Many Beautiful Golf Courses

The OZARKS—VACATION LAND

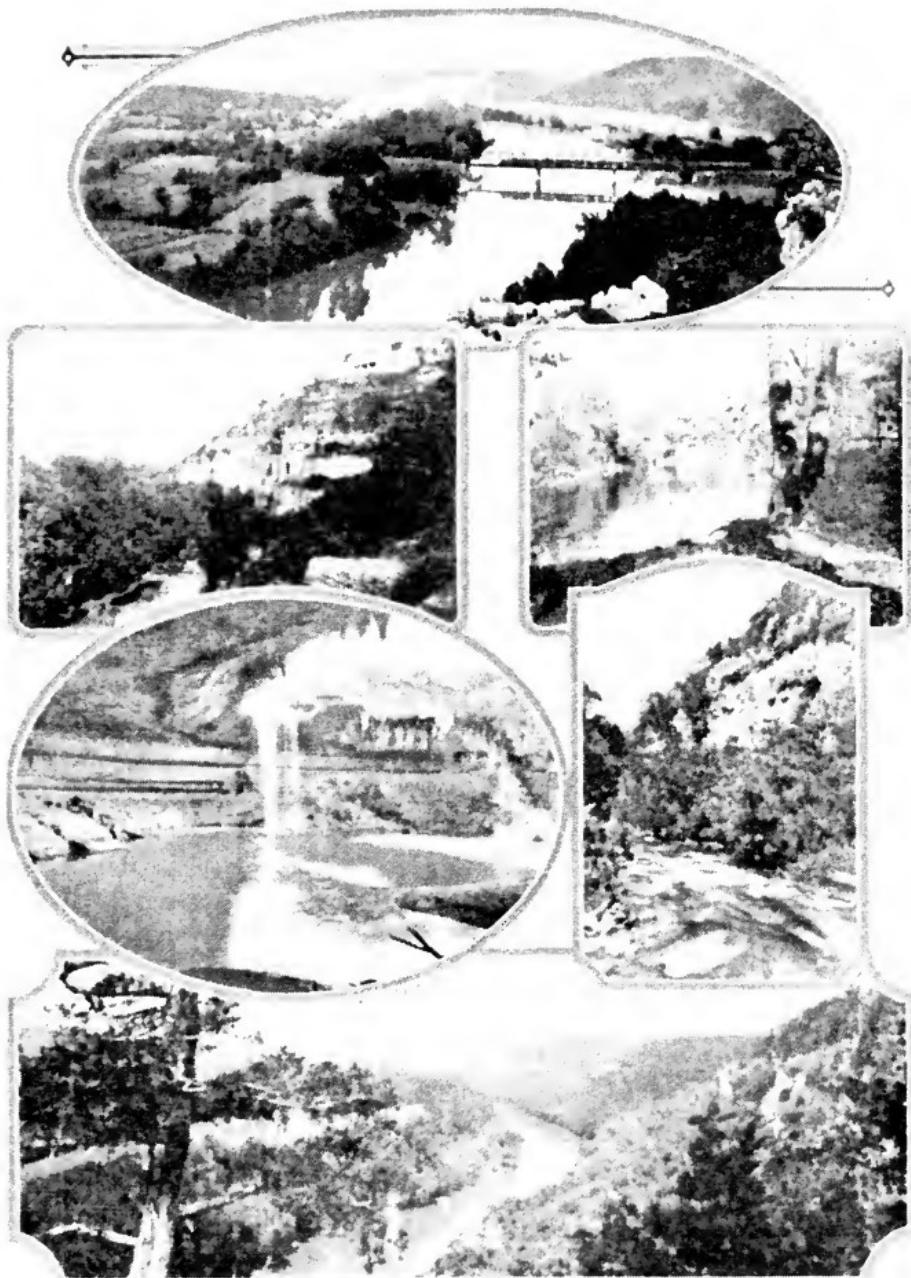
THE Ozarks, great midcontinental playground of America, reached within an hour or two by automobile from St. Louis and also easily accessible by rail, offer innumerable opportunities for the hunter, the fisherman, the naturalist and the vacationist. The shores of the Gasconade, Current and Big Piney rivers in their angling courses through the Ozarks—which cover an expanse of 19,000 square miles—furnish ideal camping sites, as well as boating, bathing, fishing, hunting and other vacation pleasures. Clubhouses, cabins, rustic cottages and hunting lodges supply accommodations for healthful recreation and complete rest. Many excellent resort hotels are also available, offering golf, tennis, horseback riding, float trips and other amusements.

Winding roadways, cross-country trails and state highways lead through regions whose scenic beauty rivals or excels that of

any vacation land in the country. The Ozarks comprise a land of native woods and forests, of mountains and valleys, of murmuring brooks and deep-flowing rivers, in a mild climate whose days are illuminated by brilliant sunshine in a crisp, oxygen-laden air, with skies of deepest blue, and whose nights are cool and still. All the vast country of the Ozarks is a natural health resort.

Graveled and concrete roads penetrate every portion of the Ozarks, in which ten of the twelve great state parks are located. As one speeds along smooth ribboned roads to these public playgrounds, primitive markings of old-time pioneer life are seen on every side. Log cabins, rail fences, old grist mills, ruins of blast furnaces, battle-fields of the Civil War and hundreds of relics of bygone days are visible along the way in rustic settings.

A visit to these Missouri state parks,



The Ozarks

which cover 36,000 acres, and whose development has so far represented an expenditure of half a million dollars, opens to the tourist changing vistas of hills and valleys, of clear, tumbling streams, hill-sides covered with dogwood and wild flowers, and tall bluffs upon which stand as sentinels the stately pine and the majestic cedar. To all these state parks the public is freely invited. Streams teem with game fish. The forested areas are constantly being replenished with wild life. Wild turkey and deer are being propagated at the Franklin County State Park, only 65 miles from St. Louis, and at five other parks. By the end of 1928 there will be 36 game refuges scattered through Missouri under state supervision.

These parks have been purchased and are maintained solely with the proceeds of hunting and fishing licenses. Missourians fully appreciate this policy. During the year 1927 a total of 259,424 persons—of which 3,998 were non-residents of the state—purchased the necessary inexpensive licenses, bringing to the Game and Fish Department the sum of \$330,000. All of this money is being spent in the purchase of these picturesque wooded areas, their protection and upkeep, and their equipment as camp grounds and as places for public recreation.

The devotee of rod and gun will find this Ozark region a sportsman's paradise. Rainbow trout, speckled trout, small-mouthed bass, striped bass, jack salmon, channel cat, croppie, perch and a dozen other piscatorial prizes await the skill of the fisherman in the rivers and streams of the Ozarks. Possum, quail, rabbits, squirrels, ducks, geese, wild turkeys and other small game are here in abundance to tempt the sportsman. In the autumn the drumming of partridge and grouse, the whistle of quail and

the call of the wild turkey can be heard from a thousand frost-touched thickets. Ducks fly up from the lakes in the early morning and the honk-honk of the wild goose is in the air. In the remoter districts timber wolves, wildcats, bears and wild deer await the more adventurous hunter.

From the springs in the Missouri state parks flow more than eight hundred million gallons of water daily. Four of the six largest fresh water springs in America are located in the Ozarks. Here, too, are famous mineral springs, whose waters are bottled and shipped in great quantities to those acquainted with their medicinal properties. Current River, Jack's Fork, the Meramec, Big and Little Piney, the Gasconade, St. Francis River, Big River, the Bourbeuse and several others, with their tributaries, either originate in or flow through the state parks. Here may be seen streams which miraculously disappear into the depths of the earth, only to reappear serenely miles beyond; and huge natural caves, with their onyx formations and their stalactites and stalagmites, rivaling those of Kentucky.

Upon the grassy banks and graveled bars of these swiftly flowing mountain streams one can pitch a tent and spend days close to nature amid scenery endowed with every natural beauty which the first Ozark pioneers enjoyed. Sleep, here, is an invigorating wine of nature's own preparing; the awakening, a rebirth of life and energy.

To either the tourist or the vacationist a trip to these places of recreation offers satisfaction. For these cool, green hills, rushing waters and lacquered skies make of them a friendly place for friendly people, traveling over friendly roads. They are, indeed, a priceless heritage, freely offering rest and lasting benefit to all who come to this nature's paradise.

FEDERAL INSTITUTIONS in ST. LOUIS

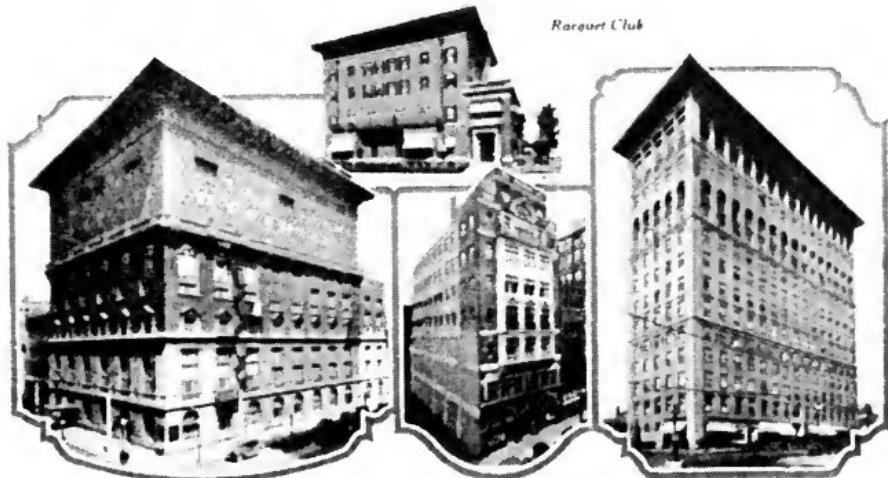


A large number of Federal offices and buildings are located in St. Louis. As this is the most important city of the West and Southwest, the United States Government maintains here branches and divisional headquarters for many of its departments. Among these are the Agricultural Department; the Civil Service; the Army Department; the Department of Commerce; the Compensation Bureau; the Department of the Interior; the Department of Justice; the Department of Labor; the Navy Recruiting Office; the Post Office Department; the Post Office Inspectors; the Treasury Department; the United States Commissioners and the Mississippi Warrior Service. Congress has recently approved a bill for the erection in St. Louis of

a central building in which all Government offices will be housed.

Jefferson Barracks, the historic, century-old United States Army Post, occupies a picturesque site on the banks of the Mississippi River ten miles below St. Louis. It comprises 1,261 acres and includes a national cemetery. It has a post office, telegraph and railway stations, and contains the St. Louis Powder Depot. Latterly known as the Jefferson Barracks Recruit Depot, it is one of the five stations for the initial reception of recruits prior to their assignment to various regiments. Jefferson Barracks is a regimental station whose normal complement is about 1,200 officers and men, with one battery of field artillery.

Prominent among other Federal institutions in St. Louis are the Veterans' Hospital, the United States Marine Hospital and the Custom House.



Missouri Athletic Ass'n

Town Club

University Club

ST. LOUIS—A GOOD PLACE IN WHICH TO LIVE, AND WORK, AND PLAY

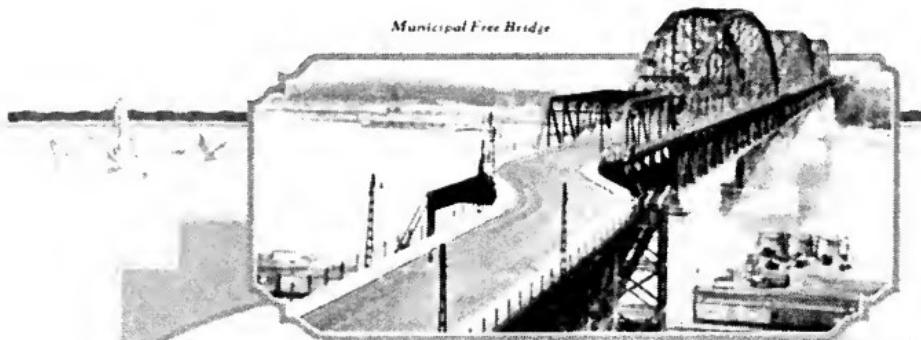
The RIVER FRONT

St. Louis has a frontage of 19 miles on the Mississippi River, which is spanned here by four mighty steel bridges. The Eads Bridge, besides being an engineering masterpiece, whose bold plan and splendid execution astonished the scientific world, is one of the most sightly bridges in existence. Ten years was consumed in its building, which cost approximately \$10,000,000. It has two decks, one for vehicular and pedestrian traffic, the other for railway trains.

The Municipal, or Free, Bridge, built by

the city for the passage of vehicles, pedestrians and trains, is two miles long and is the largest double-span steel bridge in the world. The Merchants' Bridge has a single deck and is for railroad traffic only. The McKinley Bridge was built for interurban cars entering St. Louis, and has a roadway for vehicles and a path for pedestrians. Another huge bridge to connect the great automobile routes east and west will soon be constructed, and a sixth great river bridge is under way.

Municipal Free Bridge



Eads Bridge



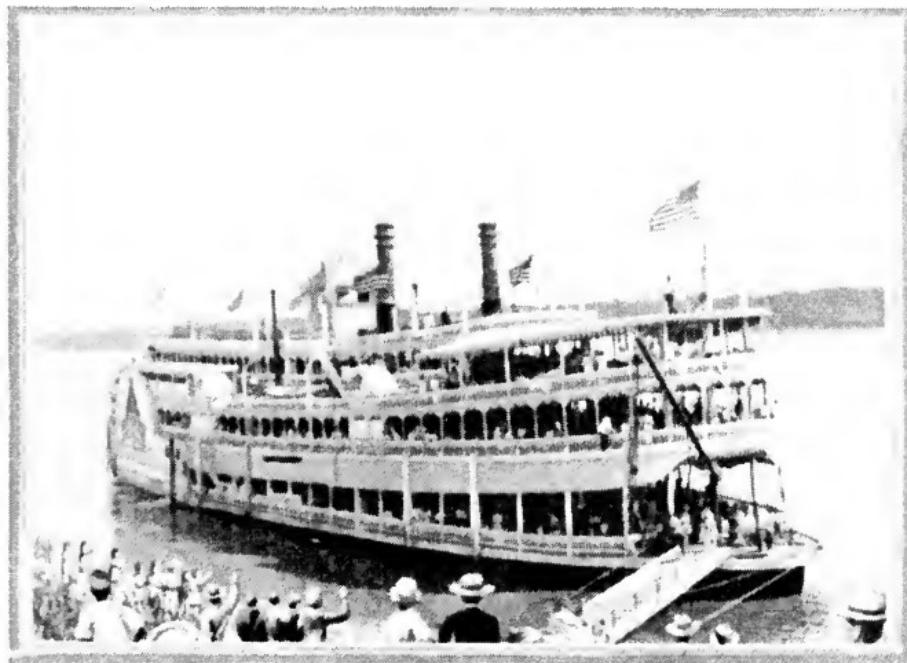
The RIVER'S APPEAL

THE Mississippi River at St. Louis, with its tugs and steamboats, its barges and tows, its pleasure craft, its ferryboats and mighty bridges, all flanked by the elevated railroad and the skyscrapers of the nearby business districts, forms one of the greatest attractions to visitors and sight-seers. The old section of St. Louis adjacent to the river, now rather desolate but still interesting and gradually undergoing a modern transformation, forms the district referred to by Charles Dickens in his "American Notes" as the "French Quarter."

Pleasure trips up and down the river, and "moonlight" excursions on splendid steam-

boats from St. Louis are enjoyed by thousands during the summer season on America's greatest waterway. Packet steamers also ply from this port to other points daily throughout the year.

The beauties of the river are best disclosed at Jefferson Barracks, the historic United States Army Post, south of the city limits; or at Chain-of-Rocks Park, maintained by the St. Louis Water Department near the northern city limits, where steps hewn in solid rock lead up the bluffs to a magnificent view of the river overlooking the Waterworks plant, purification reservoirs and the great filtration plant.



S. T. LOUIS — WHERE EVERYTHING IS GOING AHEAD

JEFFERSON MEMORIAL *and* MISSOURI HISTORICAL SOCIETY

THE records of the early history of St. Louis—a remarkable collection—are open to visitors and students of history in the Jefferson Memorial in Forest Park, which stands on the site of the main entrance to the World's Fair. This imposing marble structure, 335 feet long and 56 feet wide, was donated to the City of St. Louis in 1913 by the Directors of the Louisiana Purchase Exposition, and was built with funds remaining at the close of that great spectacle.

Its interesting collections include relics of the Mound Builders—whose faces no white man ever saw; curios of the Indian tribes who traded with the founders of St. Louis; original manuscripts of the French and Spanish days in Missouri; relics of the pioneers and of the Revolutionary, Mexican, Civil, Spanish-American and World wars; and ancient records of Missouri courts which fixed titles to lands and handed down decisions of importance in the early history of St. Louis and its vicinity.

In addition to the third largest collection of Jefferson manuscripts in this country, the collection contains a large portion of the manuscripts of the Hamilton-Burr controversy, which culminated in the death of one and the destruction of the career of another brilliant man.

Many of the manuscript records of the Lewis and Clark Expedition repose in the display cases. The letter of credit given to

Lewis and Clark is the only one of its kind ever given by a President of the United States to an individual. It carried the credit of the United States Treasury for expenditures incurred. There is also a library of approximately 40,000 volumes, forming the best record of Missouri and Western history extant. This is consulted for genealogical records of the West by families from coast to coast.

Among the more modern exhibits in the Memorial's museum is the sled used by Peary in his dash to the North Pole. Peary was outfitted for the expedition by a St. Louis house, and his gift of the sled was in recognition of that fact.

Of supreme interest today is the complete showing of the famous Lindbergh Collection, including gifts, medals, trophies and souvenirs from a score of foreign countries and from thousands of sources. These have been viewed by approximately 1,300,000 persons in the first half year since they were put on exhibit. About 2,000 people, on the average, call to see these trophies daily. Colonel Lindbergh is a loyal St. Louisan and has chosen the Jefferson Memorial, with the Missouri Historical Society as custodian, as the permanent resting place for the mementoes which have come to him in connection with the epoch-making flight of the "Spirit of St. Louis" across the Atlantic, and his friendship tour to the countries of Mexico, Central and South America.



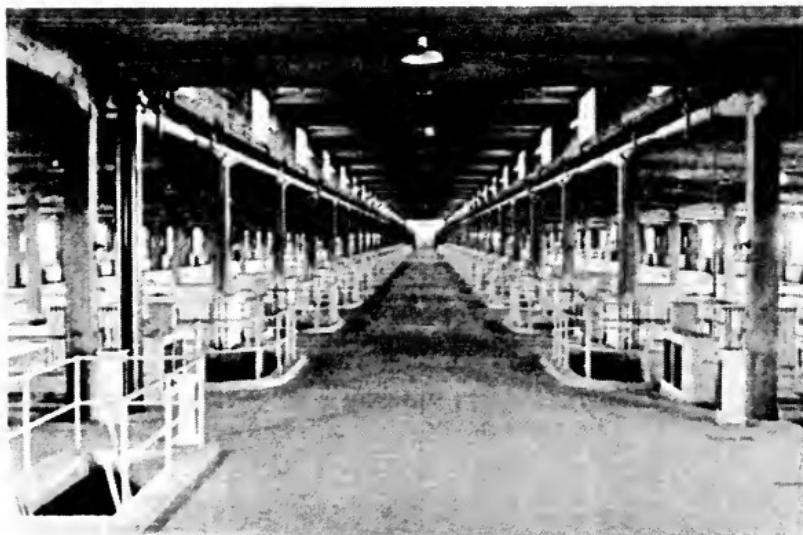
S. T. LOUIS — FULL OF THE VIGOR OF THE WEST

The ST. LOUIS WATER SUPPLY

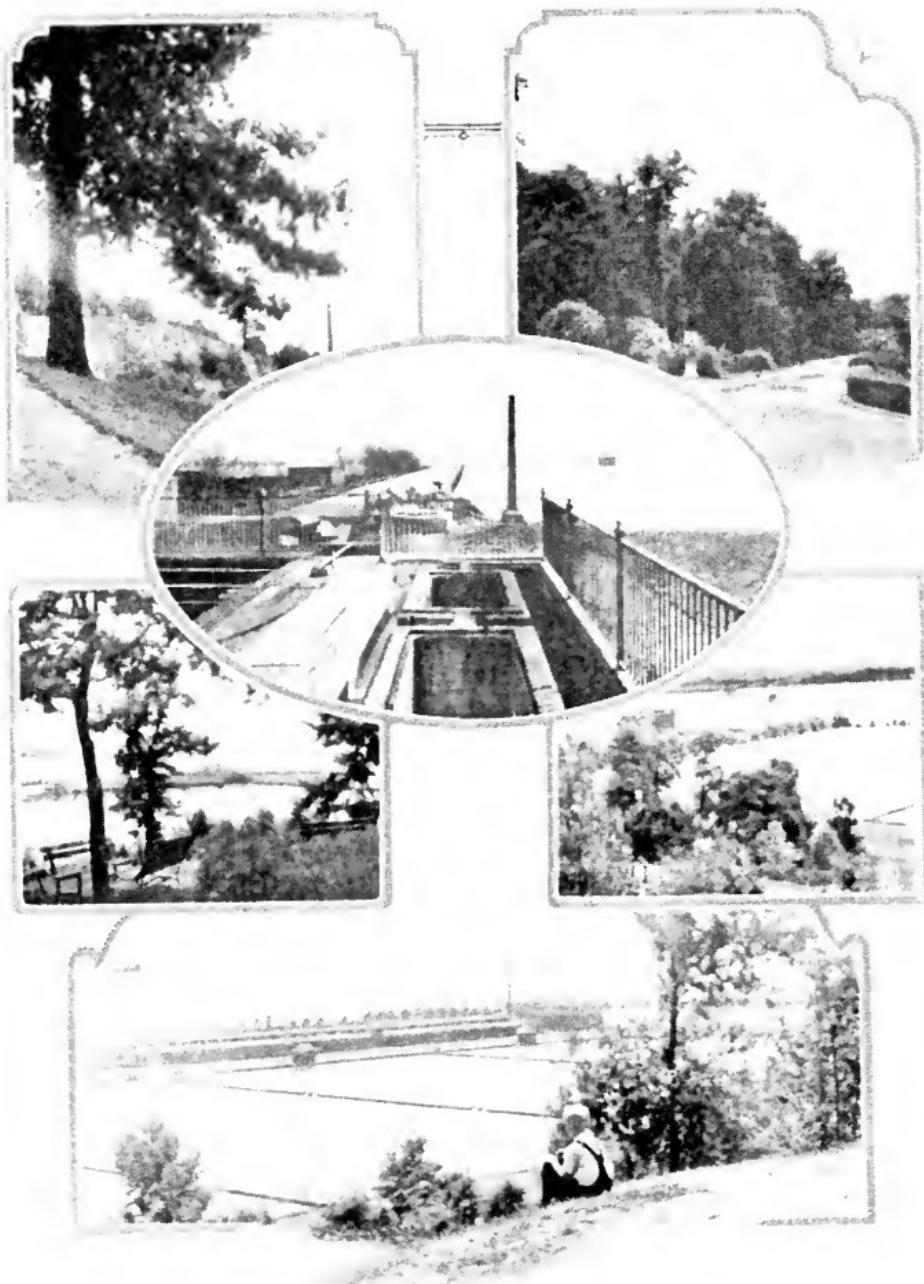
THE water of St. Louis is pure and is available in almost unlimited quantity. It is taken from the Mississippi River, above the city, and a clear, doubly filtered supply distributed through the mains to homes and industries. The rapid sand filtration plant through which it passes is said to be the largest of its kind in the world. Its daily capacity is 190,000,000 gallons. The present average daily consumption is about 118,000,000 gallons. An immense addition to these facilities, on the nearby Missouri River, which will provide an additional 55,000,000 gallons daily, with ultimate ca-

pacity of 200,000,000 gallons daily, is now under construction to prepare for future needs of the city.

A visit to the City Waterworks, at Chain-of-Rocks Park, in the extreme north part of the city, is well worth anyone's time. It not only gives an idea of the immensity of the equipment required for the provision of an ample supply of pure water for a modern metropolis, but is also impressive in its demonstration of the care and modern science applied in this direction in St. Louis. The Waterworks are surrounded by beautiful parks and visitors are welcome.



Filtration Plant in St. Louis' Mammoth Waterworks



Chain-of-Rocks Park

The MOUND BUILDERS

THE site of St. Louis was peopled long ago by the Mound Builders, that prehistoric race who inhabited the Mississippi Valley in bygone ages. Just who and what they were has never been discovered, yet it is interesting to note that the ancient Toltecs of Mexico have legends that their nation originally lived in and was driven from a country far away to the northeast. In the collections of the Missouri Historical Society are strange relics of a civilization believed to antedate the red Indians and to have represented a superior race.

After these came the more warlike Indians whom the early settlers knew; then the trappers and fur-traders who bickered with the red men and created the paths and lanes for the future settlement of the country; the navigators of the Mississippi and Missouri who established the rude settlement on the river bank; the early pioneers who crossed the country in prairie schooners; the stage-coach drivers and pony riders; the pre-Civil War traders—each having their part in the early history of St. Louis.

St. Louis is sometimes called the "Mound City," from the many strange mounds discovered on its site. The largest of these was at what is now Mound Street, at the corner of Broadway. Others were in the present Forest Park. Seven miles east of the city is the famous Cahokia, or "Monk's," Mound, said to be the greatest in the world.

This mammoth of the group is larger than the greatest Egyptian Pyramid, and is evidently much older. It is an earth pyramid 1,080 feet long, 780 feet wide and 104 feet high, spreading its huge bulk over 15 acres of ground in the shape of a parallelogram, with terraces at various levels. It has been purchased by the State of Illinois as part of a state park.

The origin of these mounds has long been shrouded in the mists of history. William King Moorehead, Curator of the Museum of Phillips Andover Academy, several years ago made a series of careful excavations and for six weeks peered into the mysteries of these great earth piles, obtaining therefrom much scientific data. He found proof that they were deliberately fashioned by man. It is probable that they were once the site of an ancient city whose population ran into the thousands—perhaps 100,000 persons—who lived and toiled and disappeared long before the beginnings of American chronicles.

In these mounds Professor Moorehead has begun to unfold the story of Cahokia. He has turned only the first pages, but on them he has read facts which seem to establish at this point the home of the kings of the Mound Builders, a dynasty which left no hieroglyphics, and whose history is told only in the art works which survive them.



Monk's Mound

S T . L O U I S — A C I T Y W H E R E Y O U ' D L I K E T O L I V E

The OLD COURT HOUSE



AT THE corner of Broadway and Market Street in St. Louis is the "Old Court House," a century-old historic spot from whose east door slaves were auctioned in antebellum days, along with other personal property. The stone auction block may

still be seen, also the prison cells in the basement, and the courtroom in which Dred Scott's famous case for freedom was begun. At that time Missouri was the center of the seething dissension between North and South which soon after culminated in the Civil War.

This old landmark still stands, strong and sturdy, a tribute to the honest construction of its erectors. During recent years it has housed valuable old court records, and the circuit and probate courts. Its grounds formerly contained a whipping post, used in dispensing justice, and a granite boulder still marks the starting point of the Old Boone Lick Trail, over which traveled the pioneers to the West. This old court house was among the landmarks mentioned in Winston Churchill's novel, "The Crisis."

GRANT'S CABIN

IN THE days preceding the Civil War, Ulysses S. Grant, who later commanded the Northern forces and finally became President of the United States, was a farmer near St. Louis and sold wood in the city. The cabin in which he lived, built of logs by Grant with his own hands, is still preserved.

This cabin stands today about a mile and a half from its original site, near the entrance to the country place of a wealthy St. Louisan, which is called the Grant Farm. The cabin was removed log by log and exhibited at the Louisiana Purchase Exposition (St. Louis World's Fair), and with the same care was replaced in its present location, where it is now open to visitors. Surrounding it is a fence built of

rifle barrels collected from battlefields of the Civil War.

At the corner of Fourth and Cerre Streets in St. Louis is what is known as the "Dent House," in which Grant was married to Miss Julia Dent in 1848. At 209 South Fourth Street is the house in which Grant had his office during the period in which he sought a law practice.



AVIATION in ST. LOUIS

St. Louis has been for many years a notably active center in aeronautics. Famous balloon races were held here even prior to the World's Fair of 1904, when prizes amounting to \$150,000 were contended for. Following this, there were here created a number of world's balloon records, some of which still stand. The practical and commercial side of present-day aviation is now being rapidly developed in this city.

Free from nearby dangerous mountain ranges or treacherous air currents, the great central plain of the Mississippi Valley is ideal for aviation. This has in part accounted for the remarkable record of the St. Louis Air Mail Service, from which graduated Col. Charles A. Lindbergh. Both he and that other heroic flier, Floyd Bennett, have predicted that St. Louis, with its central and advantageous position, will become not only a great central airport, but one of America's very foremost centers of practical activity in aerial transportation.

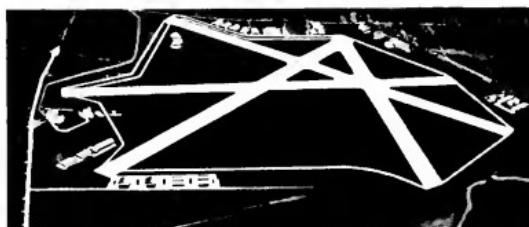
A huge two-million-dollar municipal landing field of 693 acres—a mile square—is located close to the city. Its development was based on first-hand study of the finest European airdromes, with which it well compares. When completely equipped it will have modern hangars, flood-lights, traffic-control towers, four hard-surfaced runways 4,200 feet long—permitting take-offs and landings regardless of wind direction—passenger, express and mail stations, meteorological station, machine shops, service facilities and every modern convenience. A short dis-

tance across the river is one of the principal United States Government lighter-than-air flying fields, equipped with a huge airship hangar, a complete helium purification plant, and a mooring mast capable of docking the largest airships.

Extensive factories for the manufacture of standard planes and motors are in busy operation at the airport. Here are built planes similar to the famous "Spirit of St. Louis," as well as other commercial craft. Many accessory manufactories and kindred industries are bringing their plants to St. Louis to profit by the natural advantages of this city and its activity in aviation. Established transportation companies now offer passenger and express service from St. Louis by air to all parts of the country. Among the many new aviation projects is the building of another great landing field, to be located only ten minutes from downtown St. Louis.

Several of America's finest and best-known aviation schools are located in or near St. Louis, one of them being only fifteen minutes from the heart of the city. These offer the latest in equipment and in scientific and practical instruction, their caliber and popularity being demonstrated by their constant influx of students.

The pioneer airplane "Spirit of St. Louis" is known the world over. Not only was its epoch-making flight conceived here and daringly accomplished by a St. Louisan, but it was financed and made possible wholly by St. Louis capital and interested local cooperation.



St. Louis' New Airport

PUBLIC UTILITIES *in* ST. LOUIS

ST. LOUIS is fortunate in the possession of many unusual public advantages, and modern, large-scale developments of distinct benefit both to the individual and to industry. Much of its coal supply, for example, comes from the Illinois coal fields just across the river, which thus, because of their nearness, provide almost inexhaustible fuel at low cost. St. Louis is on the western fringe of the largest deposit of soft coal known to exist anywhere, beginning as it does in Pennsylvania and extending to the Mississippi River. Across the water one sees the towering stacks of the huge Cahokia steam-electric plant, turning the coal from the mines into steam, and steam into the electrical power which surges into St. Louis through great cables laid on the bed of the Mississippi. Thus both coal for heat and electricity for light and power are unusually cheap in St. Louis and available in any quantity.

The resistless power of the mighty river itself, too, has been controlled and utilized at Keokuk Dam, the largest hydro-electric plant in the Middle West. Here is produced

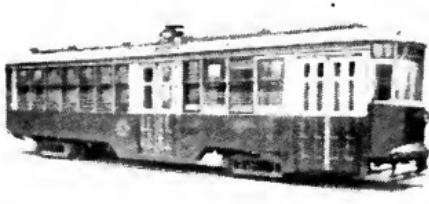
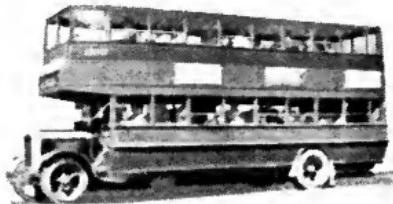


New Telephone Building

each year more than seven hundred and fifty million kilowatt hours of electrical energy—a stupendous force, much of which is utilized in St. Louis. Reckoned in terms of manpower, as in bygone days when the ancient pyramids were building, five million human slaves, toiling ceaselessly every day, could not have equaled the power silently provided by these two tireless electrical workers.

This vast and economical supply of electricity, the modern servant of mankind, not only makes a score of time and labor savers convenient and inexpensive in the home, but also, through its extended use in St. Louis industry, makes for cleaner, pleasanter, more healthful working conditions in its factories.

Piercing the St. Louis skyline and visible for miles around is the new 31-story Telephone Building, the highest building in the city, a monumental structure of modern "set-back" construction, whose central shaft towers 369 feet above the street. Its location makes it an imposing addition to the architecture of the new Memorial Plaza. Here are housed the general head-



ST. LOUIS—A GOOD PLACE IN WHICH TO LIVE, AND WORK, AND PLAY



Keokuk Dam—Power Plant Serving St. Louis

quarters of the Southwestern Bell Telephone Company for the five states in which it operates.

The Southwestern Bell Telephone Company plans to spend \$27,335,000 in St. Louis during the next five years for improvements to the telephone system. Within that time, its engineers have estimated, there will be 283,000 telephones in Greater St. Louis. Approximately 68,000 of the 220,000 telephones now in use here are operated from dial phone offices. About 70 per cent of all the telephones will be of the dial type within the next five years.

The Laclede Gas Company, which serves the city of St. Louis, has three modern gas generating plants with a total daily productive capacity of 40,000,000 cubic feet. This output is supplemented daily by several million cubic feet of coke-oven gas from the St. Louis Gas and Coke Company at Granite City, Illinois. A standard heat value of 600 B. T. U. per cubic foot of gas is maintained.

The gas is distributed in the city by means of a belt-line system considered the best in the United States. It consists of an interconnected high- and low-pressure system augmented by a generous storage

holder capacity. The high-pressure line has approximately 50 miles of mains following generally and in close proximity to the industrial centers. The low-pressure line comprises a network of 1,100 miles of mains interconnected with the high-pressure line through 30 automatic district pressure governors. The combination of high- and low-pressure lines makes a flexible distribution system, in that gas can be supplied to any district in any volume desired. Holder storage capacity of 20,000,000 cubic feet provides a reserve for peak load emergencies.

The St. Louis Public Service Company operates street cars on 435 miles of single track, carrying an average of more than 1,150,000 passengers every weekday. Its cars run 4,580,000 miles per year. The total annual car mileage of all the cars on this system would carry a person around the world 190 times. The company employs more than 6,000 men and women and pays them in excess of \$9,000,000 a year in wages. Upon the payment of one fare a street-car passenger can ride from any point in St. Louis to any other point under the liberal transfer rules in effect.

ST. LOUIS *the* CONVENTION CITY

WITH the completion of the \$5,000,000 Municipal Auditorium, St. Louis will forge still further ahead as one of the leading convention cities in the United States, and will be in position to attract large national gatherings as can few other cities.

A central location, twenty-seven railroads "to everywhere," improved state and national highways and several air lines make St. Louis easily accessible to all parts of the country, and swell attendance to the widest representation.

Recognized as one of the most efficient and influential organizations of its kind in the country, the St. Louis Convention and Publicity Bureau not only attracts annually nearly 300 conventions of all sorts and types, but also aids in building up attendance by advertising and literature, and acting as municipal host to the organizations as they arrive. Thus it provides a personal interest and an organized service that help to make such meetings successful, and bring them back year after year to enjoy St. Louis' famous hospitality.



New Convention Auditorium — Part of Bond Issue Program

ST. LOUIS — WHERE EVERYTHING IS GOING AHEAD

ST. LOUIS *the* FINANCIAL CENTER

St. Louis is a "Reserve City," in addition to being the seat of a Federal Reserve Bank. The Federal Reserve Bank of St. Louis serves the Eighth Federal Reserve District, which includes all of Missouri except the extreme western tier of counties, the state of Arkansas, Northern Mississippi, Western Tennessee and Kentucky, Southern Illinois and a large section of Western Indiana. It has branches in Louisville, Memphis and Little Rock. Included in its membership are 599 banks, consisting of 488 national and 111 state banks and trust companies. The total resources of the Federal Reserve Bank are approximately \$200,000,000, and of the member banks about \$1,750,000,000.

During 1927 the Federal Reserve Bank of St. Louis discounted a total of \$1,231,388,000 for its member banks. It handled 50,240,000 checks, amounting to \$11,487,688,000 in its free collection service; received from its member banks for collection 265,000 noncash items involving \$185,727,000, and in addition received and paid 2,088,000 Government coupons representing \$20,118,000. In the same year the bank effected a total of 256,000 incoming and outgoing wire and mail transfers of funds, involving \$6,067,437,000, and handled deposits aggregating \$26,610,000 for national banks to their 5 per cent redemption



funds at Washington.

Other activities of the bank consisted of performing the routine fiscal agency operations of the United States Government, clearing of checks, supplying currency and coin to banks in the district, acting as custodian for securities of member banks, supplying monthly reports on business and agricultural conditions in the district, conducting examinations of member banks, etc.

The Federal Reserve Bank Building, which occupies half a city block in the heart of the financial district, is of massive construction and one of the finest banking houses ever erected. As one of the most recently built Federal Reserve Banks, its construction embodies the best features of the earlier completed structures. Especially notable is its vault system, located below the street level, which contains space to accommodate future growth of the bank, besides affording emergency storage for Government treasure.

St. Louis is also the location of one of the twelve Federal Land Banks, which make loans to farmers, secured by first mortgage notes on farms. The St. Louis Federal Land Bank operates throughout Illinois, Missouri and Arkansas, having agencies in every county of these three states. Its total assets exceed \$100,000,000,

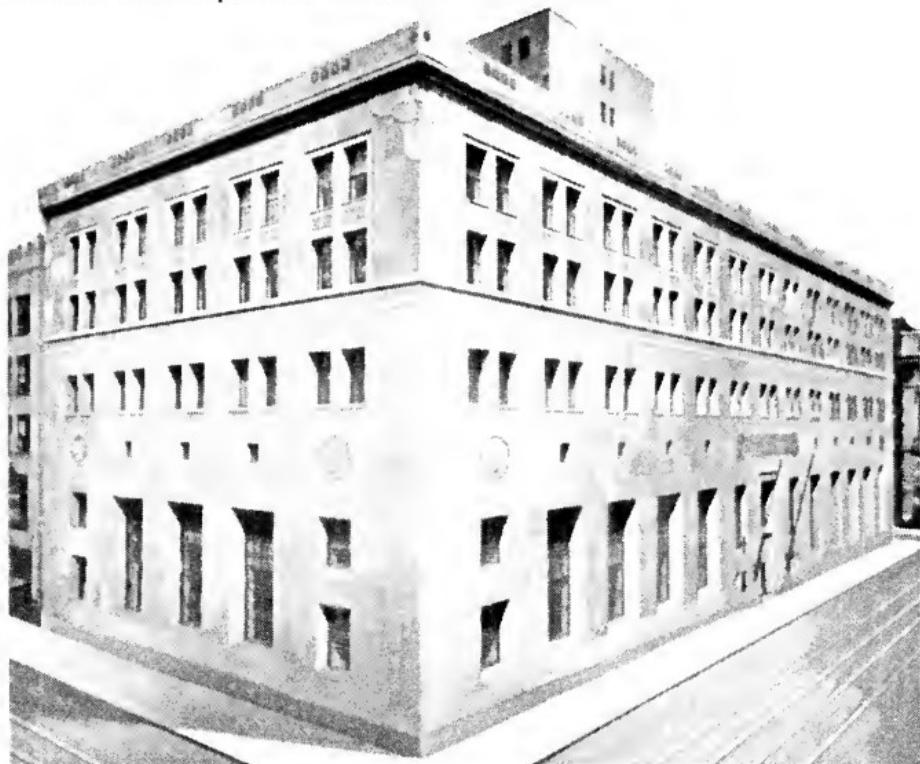
and its total capital and surplus are more than \$6,000,000.

Associated with the Federal Land Bank of St. Louis, and functioning through the same territory, is the Federal Intermediate Credit Bank, with a capital of \$5,000,000. It handles agricultural rediscounts, and makes advances to cooperative marketing associations, these loans being secured by warehouse receipts on staple commodities. The total amount of this paper that has been handled by the Intermediate Credit Bank during the last few years is more than \$27,000,000.

From the earliest days of Western settlement, St. Louis has been noted as a financial center of first importance. In addition

to financing its own immediate business requirements, and those of the surrounding territory, funds from St. Louis capitalists and financial institutions have had, and still have, a leading part in the development of the great Southwest.

The growth of banking in St. Louis has well kept pace with the city's phenomenal expansion as a manufacturing and distributing center. There are now upwards of sixty-five financial institutions, large and small, engaged in lending money and conducting routine banking business. St. Louis Clearing House banks and associate members have total resources of approximately \$650,000,000.



Federal Reserve Bank Building

RAILROADS

THE St. Louis district constitutes the second largest railroad terminal in the United States. Eighteen trunk-line railroad companies serve the district, operating 27 lines. These trunk lines, with their parent and subsidiary companies, constitute 49.58 per cent of the total railroad mileage of the United States. Their aggregate mileage is 117,432 of the total of 234,942 of all Class I railroads.

Trunks Lines

The following trunk line railroads serve the St. Louis district:

Baltimore & Ohio Railroad Company
(The)
Chicago & Alton Railroad Company
(The)
Chicago & Eastern Illinois Railway
Company
Chicago & Northwestern Railway
Company
Chicago, Burlington & Quincy Rail-
road Company
Chicago, Rock Island & Pacific Rail-
way Company (The)
Cleveland, Cincinnati, Chicago & St.
Louis Railway Company
Illinois Central Railroad Company
Louisville & Nashville Railroad Com-
pany
Missouri-Kansas-Texas Railroad Com-
pany
Missouri Pacific Railroad Company
Mobile & Ohio Railroad Company
New York, Chicago & St. Louis Rail-
road Company (The)
Pennsylvania Railroad Company (The)
St. Louis-San Francisco Railway Com-
pany
St. Louis Southwestern Railway Com-
pany
Southern Railway Company
Wabash Railway Company

Short Lines

Besides the trunk line railroads, there are five short lines, or coal roads, serving the district. They are as follows:

Alton & Eastern Railroad Company
Litchfield & Madison Railway Com-
pany
St. Louis & O'Fallon Railway Com-
pany
St. Louis & Ohio River Railroad
St. Louis, Troy & Eastern Railroad
Company (The)

Electric Freight-Carrying Lines

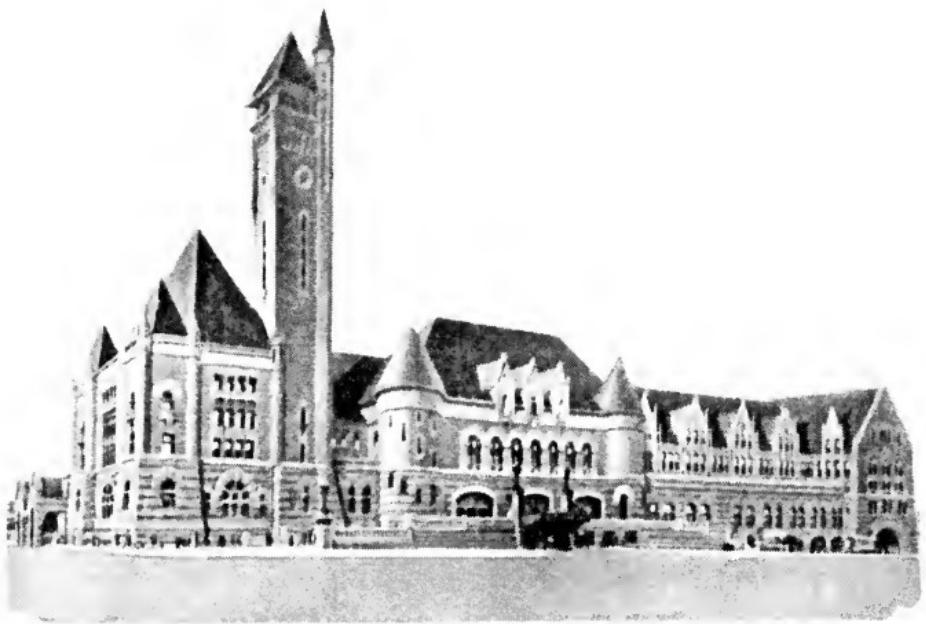
Besides the steam railroads enumerated above, there are four electric freight-carrying interurban lines affording package-car and carload freight services to the district:

East St. Louis & Suburban Railway
Company
East St. Louis, Columbia & Waterloo
Railway
Illinois Traction System
St. Louis Water Works Railway

Switching Companies

There are six switching railroads:

Alton & Southern Railroad
East St. Louis Junction Railroad Com-
pany
Illinois Terminal Company
Manufacturers' Railway Company
Missouri & Illinois Bridge and Belt
Company
Terminal Railroad Association of
St. Louis



St. Louis Union Passenger Station

RAILWAY TERMINAL FACILITIES

THE Terminal Railroad Association of St. Louis is the largest system of unified freight and passenger terminals in the world. It owns and operates the great St. Louis Union Station, by which all passenger trains enter and leave the city. It has more than 400 miles of track, handles 4,660,000 freight cars and 650,000 passenger cars annually, and serves approximately 1,500 industries direct from its own tracks. It operates 6 belt lines, 175 switching engines, and has interchange connections with 27 railroads at more than 50 different points, thus utilizing the combined car

supply of all these sources and insuring St. Louis shippers a maximum of shipping facilities at all times.

The Terminal Railroad Association of St. Louis serves the St. Louis Industrial District, embracing St. Louis, Mo.; East St. Louis, Madison and Granite City, Ill.; and part of St. Louis County, Mo., a total of 150 square miles, in which are about 1,000 miles of railroad terminal facilities. It also connects with the United States Government Barge Service on the Mississippi River, and with the St. Louis National Stock Yards.

COMMERCIAL *and* INDUSTRIAL ORGANIZATIONS



THE St. Louis Chamber of Commerce, for many years an active and influential force in the development of the city, has recently been reorganized for still more extensive work under very able leadership. This organization is in charge of a representative Board of Directors under the guidance of the Chairman of the Board and the President, a paid executive whose entire time is devoted to Chamber of Commerce activities. Practically all of the larger civic movements of St. Louis are directed by departments of the Chamber of Commerce. Among its active and aggressive departments are the Traffic Bureau, the Sales Managers' Bureau and the Foreign Trade Bureau.

The Industrial Club of St. Louis, organized in 1927, is made up of representative business and professional men interested in the commercial advancement of the community. Its purpose is to further the industrial and social development of the city's industrial district through the activities of an Industrial Bureau. It functions for the benefit of industries already located in St. Louis, and in furnishing specific information and close cooperation to outside industries which may be interested in the commercial advantages here offered. It is directed by an expert industrial engineer,

in charge of a well organized staff of statisticians and field workers.

Junior Chamber of Commerce

St. Louis is the birthplace of the Junior Chamber of Commerce idea. Originated here in 1915, this movement has spread until there are now some 150 similar organizations in the principal cities of the world. The St. Louis Junior Chamber of Commerce is a body of young men organized to promote civic pride and community welfare, to fit its members for municipal responsibilities, and to train them for future opportunities in both civic and commercial affairs. While a bureau of the Senior Chamber of Commerce, it is entirely independent as regards its membership, activities and financial structure. Its membership of about 300 is composed of ambitious young men interested in good citizenship, in self-advancement and in civic and community development. It is non-sectarian, non-political and is open to any young man of good character between the ages of 18 and 30. The organization centers around a Civic Speakers' Bureau of about 30 capable public speakers who are prepared to address organizations on any civic subject pertaining to the City of St. Louis. Invaluable training in public affairs and in public speaking, as well as activities in organized sport and good fellowship are features of this organization.

ST. LOUIS INVITES YOU



There is so much of interest in the story of St. Louis, past and present, that it is impossible in a book of this kind to do more than touch on a few of its outstanding features.

But St. Louis invites you! With sincere hospitality it urges you to come, as tourist-guest or prospective resident, to see for yourself what this seventh city of the country is really like, to know its charm, to profit by its opportunities, and, perhaps, to become a permanent part of this great,

friendly, energetic community—typical of the best in progressive American life—which is steadily moving forward to better things and to greater accomplishment.

The St. Louis Chamber of Commerce and the Industrial Club of St. Louis will gladly answer any questions you may wish to ask, and will promptly furnish specific information on any details, whether of a social, economic or industrial nature.

ST. LOUIS CHAMBER OF COMMERCE
AND
INDUSTRIAL CLUB OF ST. LOUIS
St. Louis, Missouri



Entrance to City Hall





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